



Robert Lloyd
Senior Vice President, U.S., Canada, and Japan
Cisco

Robert Lloyd is Senior Vice President of U.S., Canada, and Japan, which includes two of Cisco's five major geographic "theaters." In addition, he serves as the cochair of Cisco's Enterprise Business Council, which leads the development and execution of Cisco's business strategies for the enterprise market.

Lloyd has led the U.S. and Canada theater, Cisco's largest geographic region, since its inception in 2005. In 2007 his responsibilities were expanded to include the Japan theater. The two theaters combined produce more than half of Cisco's total revenue. Through a team of more than 7000 employees, Lloyd is responsible for sales, systems engineering, customer advocacy, channels, marketing, and operations across all customer segments in these theaters, including enterprise, service provider, commercial, advanced technologies, and government.

Lloyd has more than 13 years of leadership experience at Cisco, including a number of international roles. Prior to his current role, he was President of Cisco's Europe, Middle East, and Africa (EMEA) region for more than five years. He helped create and implement a flatter, more customer-focused structure aligned to key industries and regions, enabling the company to effectively meet the needs of emerging markets and high-growth industry segments. Under his leadership, the business achieved consistently strong results and grew from 28 to 32 percent of Cisco's worldwide revenues.

Lloyd joined Cisco in 1994 as General Manager of Cisco's Canadian subsidiary. He went on to serve as Group Vice President, EMEA, for Cisco's enterprise, service provider, and small to medium-sized business markets.

Previously, Lloyd was vice president of corporate sales for a leading Canadian systems integrator. In 1982, he founded a business focusing on the IT needs of major corporations, government, and education, growing it to over 400 employees during his nine-year tenure.

Lloyd is a frequent speaker at industry symposia and is a regular commentator in print and broadcast business media on topical IT, telecom networking, and Internet issues affecting organizations and governments.

Lloyd holds a bachelor of commerce (Hons) degree from the University of Manitoba.