



**Bruce Peters**  
**Regional Sales Manager Commercial**  
**Cisco**

Bruce Peters is responsible for the Commercial Vertical/Mid Market at Cisco.

Bruce first joined Cisco in September 2011 as Partner Account Manager, with more than 10 years' experience in the ICT sector and broad general management. He is highly qualified and experienced in financial management and business strategy, with a proven track record in successful business turnaround through re-focus, restructuring and people management. He is also skilled in executing business and marketing plans, determining sales strategies, market and competitor analysis, customer relationships, as well as IT services and value added IT distribution.

Prior to joining Cisco, Bruce began his career as Financial Manager at Dimension Data, holding the position for almost seven years before moving on to similar positions at Kathea Communications, Bromide Technologies and Westcon South Africa. Most recently, he was Business Unit Manager of Comstor at Westcon South Africa.

Bruce completed a BTech degree in Financial Information Systems at the Cape Peninsula University of Technology.

In his spare time, he enjoys golf, rugby and cycling.