



JORDI FERRER

Vice President, UK & Ireland Enterprise Sales,
Cisco International Ltd.

Jordi leads the Sales and Engineering teams which cover the Enterprise sector, which includes the top 200 private sector companies in the UK. His organisation's main objective is to support the client's business objectives through the use of technology and vertical industry expertise.

Prior to his current role, Jordi was the Managing Director for Service Provider and Media sectors. The rapid change in telecommunications, mobility, fast Internet access, social media and television make his sector very dynamic and fascinating, especially as Cisco has been key in the growth of the Internet.

Jordi has held a variety of roles such as Director for Services at Cisco UK and Ireland, enabling the deployment of complex technology projects and their lifecycle support, as well as Regional Manager for Global Banking and European Business Development Manager for Retail Banking.

Before joining Cisco in 1998, Jordi spent nine years at IBM in a variety of roles including Systems Engineering, Product Management and Sales.

Jordi has a dual degree in Computer Science and Economics and a PMD from Harvard Business School. A native of Spain, Jordi has also lived in Central America, the US and, since 10 years ago, in the UK.