



**Cathy Burns**  
**Marketing Lead, Cisco Africa**

Cathy Burns is the Marketing Lead for Cisco Africa. She joined Cisco in November 2010 and is responsible for contributing to revenue growth through integrated marketing campaigns and other targeted lead generation activities, ensuring that sales and marketing are always aligned.

Cathy has over 20 years' experience in the IT Industry. She started her career at Olivetti South Africa as an assistant in the marketing department, a position she held through acquisitions by Wang Global, Getronics and subsequently CS Holdings (now known as Bytes Technologies). While there, the opportunity to continue her marketing studies became available which she pursued.

After 12 years at Olivetti, Cathy joined EMC South Africa as Country Marketing Manager for South Africa & Sub-Sahara holding this position for close to 10 years. During her stay at EMC, Cathy was responsible for executing the Global marketing strategy in South Africa working very closely with EMC's channel partners.

Prior to joining Cisco, Cathy joined Dimension Data for one year as the Solutions Marketing Manager for their Datacentre line of business.