



## Shane Mitchell

Senior Manager, Urban Innovation, Public Sector Practice  
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Shane Mitchell is global program manager for the Urban Innovation Practice, Cisco Internet Business Solutions Group (IBSG). The Practice leads engagements with leading global cities, such as those under the Connected Urban Development (CUD) program, to help cities reduce carbon emissions by applying innovative, technology-based approaches and broadband strategies.

Mitchell is responsible for coordinating engagements, cooperation, and exchange with global partner cities, NGOs, academic, and industry partners. Shane and the wider team develop ground-breaking projects and set the building blocks for scaling globally. He leads the development of urban-sensing platforms, thought leadership, the global urban innovation community, as well as the transition of CUD to the Smart2020: Cities and Regions initiative with other companies and cities.

Prior to his current role, Mitchell was with the IBSG Innovations Economics and Research Practice, where he applied his experience in broadband and networking technologies, market research, and social networking to a number of IBSG engagements in the public sector and service provider (SP) segments across Europe and emerging markets.

Before joining Cisco in 2007, Mitchell worked extensively in the networking and SP markets. He has particular experience in the areas of IP-based business models and marketing strategies.

Mitchell has a B.A. in economics from Kingston University, London and a M.Sc. International Business from Birkbeck, University of London. He is a professional member of the Chartered Institute of Marketing (MCIM).



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