# Michael Adams

Editor, IoE Practice
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Michael Adams is editor for the IoE Practice of Cisco Consulting Services (CCS). The practice develops and scales visionary, innovative thought leadership that positions Cisco as a trusted business adviser with C-level executives across the enterprise, public sector, and service provider markets. As editor, Adams drives innovative, integrated campaigns across the communications and marketing lifecycle—from strategic planning, content creation, and storytelling to delivery.

Adams has extensive experience developing thought leadership, including the Internet of Everything (IoE) materials, aimed at motivating business leaders—from CXOs to line-of-business managers—to address their challenges and transform their companies. Adams has a unique ability to partner with Cisco's executives, including Dave Evans, Cisco's Chief Futurist, and CCS consultants across all practices and industries, to understand what they want to communicate and then develop white papers, presentations, blogs, and other materials that clearly and concisely communicate their key messages. And finally, Adams's communications experience at technology companies, public relations, agencies, and as a consultant allows him to understand how the thought leadership he creates can best influence Cisco's target audiences.

With more than 25 years of experience in the technology industry, Adams innately understands how technology will transform businesses in the future. Prior to joining Cisco Consulting, Adams was President of Adams Communications, Inc. where he provided effective public relations services to numerous technology clients. Before his own consulting company, Adams ran public relations for Novell during the company's dominance of the networking industry. While there he was responsible for successfully launching the NetWare product line.

Adams earned a bachelor's degree in communications from Chico State University in Chico, California.



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