



**Mark J. Ferrone**

**Senior Manager, Communications Strategy Practice  
Cisco Internet Business Solutions Group (IBSG)**

Mark Ferrone manages customer CEO exchange engagements with John Chambers' office and communication programs for IBSG senior executives and customers. His primary expertise is international business and corporate communications, with specific focus on content development, communications strategy, integrated marketing and customer success story campaigns.

Before joining IBSG, Mark was the Global Content Manager for Cisco Live 2009 and 2010, directing cross functional teams to develop educational programming that addressed Cisco's entire product and technology portfolio for the 10,000+ attendee conference. Mark joined Cisco in 2006 as a corporate public relations manager focused on international media relations, directing communications of corporate related news and business affairs and managing visibility opportunities for Cisco executives. He also managed locally focused media programs regionally throughout the United States and directed joint Cisco-customer announcements and communications programs.

Prior to joining Cisco, Mark spent five years at Symbol Technologies, Inc. developing communications programs that targeted healthcare, manufacturing, transportation/logistics, retail, public sector and enterprise IT market segments. As a senior public relations manager, he oversaw communication programs to promote the company's enterprise mobility and wireless networking product portfolio and managed customer reference programs. Mark also managed analyst and relations for the company's Wireless Systems Division and served as the company's communications representative on the Wi-Fi Alliance.

Mark began his communications career at PR agencies in Tokyo, Japan where he counseled international company executives on their market entry strategies. He resided there for seven years and speaks Japanese. When he returned to the US, he joined Brodeur Worldwide as an Account Director managing OEM electronics and semiconductor related customer accounts.

Mark received his B.S. in Finance from San Diego State University and MBA from Santa Clara University, Leavey School of Business (Executive Program). He also studied Japanese and international business in Tokyo at Aoyama Gakuin University, School of International Politics, Economics and Business.



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