



Kathy O'Connell

Director, Communications Strategy Practice
Cisco Internet Business Solutions Group (IBSG)

Kathy O'Connell is director of the Cisco Internet Business Solutions Group (IBSG) Communications Strategy Practice (CSP). 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 director, O'Connell drives innovative, integrated campaigns across the communications and marketing lifecycle—from strategic planning, content creation, and storytelling to delivery.

O'Connell possesses extensive experience in business-to-business, digital, and field marketing; corporate positioning; executive and internal communications; and media and analyst relations. With an aptitude for creating new organizational models and originating and implementing forward-thinking vision, innovation has been a central theme during O'Connell's career at Cisco. Furthermore, she understands the unique characteristics of C-level communications and value drivers necessary for influencing senior executives, and for packaging and delivering content in a crisp, precise, and relevant manner. Through O'Connell's leadership, Cisco IBSG launched its first social media program, garnering more than one million impressions in fiscal year 2011; experienced a 57 percent increase year over year in the placement of IBSG thought leadership in the business press; and received the highest customer satisfaction scores from Cisco's most influential customers as a result of the company's 2011 CEO.CIO Leadership Council.

Prior to joining Cisco IBSG, O'Connell was marketing director at KPMG. As part of KPMG's national leadership team, she created marketing strategies across the firm, developed public relations and internal communications strategy plans, led the firm's client satisfaction program, and developed public relations and internal communications strategy for the Western region. Before KPMG, O'Connell was vice president at McGrath/Power Public Relations, where she created high impact communications strategies on behalf of clients such as TiVo and Intellisync that led to the creation of new markets and increased brand recognition, industry and consumer confidence, and revenues. O'Connell was also an associate at Edelman Public Relations. While there, she and her team managed the Odwalla account, for which they won the Public Relations of America Silver Anvil award for excellence in crises communications. She also conducted media relations for clients such as Microsoft, Charles Schwab, Wells Fargo, and Piper Jaffray.

O'Connell earned a bachelor's degree from Connecticut College in New London, Connecticut. She graduated cum laude with a double major in English literature and psychology.

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