

# Retail, Financial Services, Sports, Media, and Entertainment at Cisco Live 2023

Use this guide to assist you with scheduling your sessions across our retail, financial services, sports, media, and entertainment industries.

Click on the *session ID* found after each title for a full description. Details subject to change.

[Keynotes and Solutions Overview](#) | [Industry Sessions: Cross Industry, Retail, Financial Services, Sports, Media, and Entertainment](#) | [Global Advocate Awards](#) | [World of Solutions](#)

## Join us for the ultimate Cisco Live experience

Let's come together to gain knowledge, cultivate a vision, build community, share experiences, and explore the possibilities of IT.

Experience Las Vegas in person with a Full Conference, IT Leadership, Explorer, or Next Gen Explorer pass. Select the option that fits your needs.

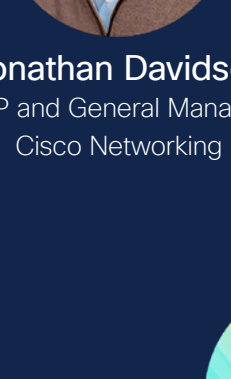
**Las Vegas, Nevada**  
**June 4-8, 2023**

[Register now](#)

## Keynotes

Get a front row seat to the latest Cisco innovations and solutions. Hear from Chair and CEO, Chuck Robbins, Cisco executive leadership, and industry experts on how we are building an inclusive future together during this new era of hybrid work.

Day 1 Opening Keynote: Tuesday, June 6, 8:30 AM - 10:00 AM PT  
Day 2 Opening Keynote: Wednesday, June 7, 8:30 AM - 10:00 AM PT



**Jeff Sharritts**

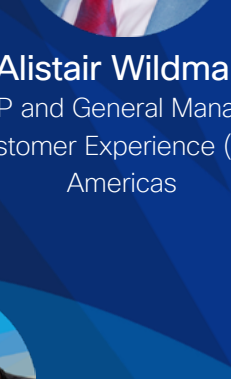
**KEYNOTE HOST**

EVP and Chief Customer and Partner Officer



**Chuck Robbins**

Chair and Chief Executive Officer



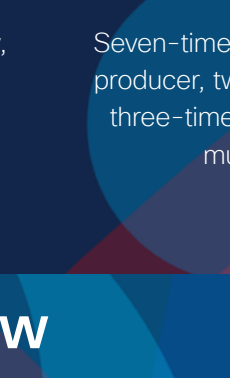
**Liz Centoni**

EVP, Chief Strategy Officer and General Manager, Applications



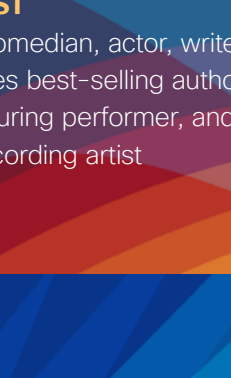
**Jonathan Davidson**

EVP and General Manager, Cisco Networking



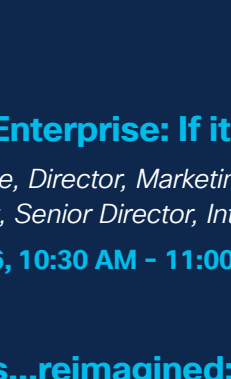
**Jeetu Patel**

EVP and General Manager, Security & Collaboration



**Alistair Wildman**

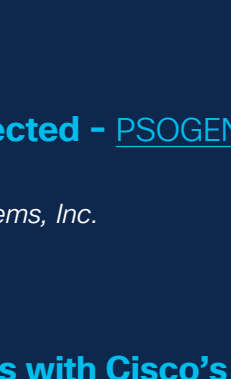
SVP and General Manager, Customer Experience (CX), Americas



**Cathy Lanier**

**CUSTOMER GUEST**

Senior Vice President of Security, NFL



**Jim Gaffigan**

**SPECIAL GUEST**

Seven-time Grammy nominated comedian, actor, writer, producer, two-time New York Times best-selling author, three-time Emmy winning, top touring performer, and multi-platinum-selling recording artist

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## Solutions Overview

### Secure the Enterprise: If it's connected, it's protected - [PSOGEN-1018](#)

Stefanie Ratledge, Director, Marketing, Cisco Systems, Inc.  
Christine Bartlett, Senior Director, Integrated Marketing, Cisco Systems, Inc.

**Tuesday, June 6, 10:30 AM - 11:00 AM PDT**

### Applications...reimagined: Transforming business with Cisco's Reimagined Applications - [PSOGEN-1019](#)

Cristina Marcolin, Director, Marketing, Cisco Systems, Inc.  
Frank Lynn, Senior Manager, ETI - SI&A Marketing, Cisco Systems, Inc.

**Tuesday, June 6, 12:30 PM - 1:00 PM PDT**

### How Hybrid Work Should Work - [PSOGEN-1031](#)

Deb Porchivina, Hybrid Work Campaign Lead, Cisco Systems, Inc.  
Greg Smith, Solutions Marketing Manager, Cisco Systems, Inc.

**Wednesday, June 7, 12:00 PM - 12:30 PM PDT**

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## Cross-Industry Sessions

### How to generate new revenue streams while enhancing customer experiences and engagement - [PSOGEN-1044](#)

Sanjit Aiyappa, Director, Systems Engineering, Cisco Systems, Inc.

**Monday, June 5, 1:00 PM - 1:30 PM PDT**

### Continuing the journey to the cloud with cloud management - [PSOEWN-2002](#)

Nicole Gallow, Product Marketing Leader, Meraki Access, Cisco Meraki  
Scott Irey, Sr. Technical Marketing Engineer, Cisco Systems, Inc.

**Wednesday, June 7, 3:30 PM - 4:00 PM PDT**

### Business automation using DevNet - [DEVNET-2112](#)

Soumya Dey, Systems Engineer(Sales), Cisco Systems, Inc.

**Thursday, June 8, 9:00 AM - 9:45 AM PDT**

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## Retail Sessions

### The journey to hosting containers on Meraki with ThousandEyes - [BRKAPP-2727](#)

Tyler Duzan, Engineering Product Manager, ThousandEyes  
Taylor Byrnes, Technical Leader, Meraki Edge App Platform, Cisco Systems, Inc.

**Monday, June 5, 2:30 PM - 3:30 PM PDT**

### Cisco HyperFlex + Intersight: Macy's weapon for simplified IT operations - [CSSCOM-2080](#)

Ronnie Chan, Engineering Product Manager, Cisco Systems, Inc. - *Distinguished Speaker*  
Kerry Hand, Director of Business Development: Sales and Marketing, VZURE

**Tuesday, June 6, 10:30 AM - 11:30 AM PDT**

### How Loblaw Companies Ltd successfully adopted Cisco SD-WAN - [CSSENT-2241](#)

Ziad Sarieddine, Senior Director, Technical Marketing, Cisco Systems, Inc.  
Omar Paracha, Principal Architect - Networks, LOBLAW COMPANIES LTD

**Wednesday, June 7, 2:30 PM - 3:30 PM PDT**

### Transforming data into business insights with Meraki - [BRKMER-2107](#)

Marcello Ishida, Systems Architect, Cisco Systems, Inc.

**NOTE: Recording will be posted to the On-Demand by June 3rd.**

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## Financial Services Sessions

### ThousandEyes 101: Foundations and use cases to make your life better by providing critical network and service visibility - [BRKOPS-1301](#)

Bernie Clairmont, Technical Solutions Architect, Cisco Systems, Inc.

**Monday, June 5, 11:00 AM - 12:00 PM PDT**

### Hybrid networks at work: embracing network diversity while ensuring consistency at U.S. Bank - [CSSAPP-1773](#)

David Smith, Vice President | Manager - Core Network Engineering, U.S. Bank  
Jason Warfield, Head of Solution & Adoption Engineering, Cisco Systems, Inc.

**Monday, June 5, 2:30 PM - 3:30 PM PDT**

### What is full-stack observability (FSO) and how it can help you - [BRKAPP-4042](#)

Irfan Farooq, U.S. Bank  
Wei Wang, Senior Director, Marketing, Cisco Systems, Inc.

Calby Rozell, Product Manager - Enterprise Monitoring, Chevron  
Joe Byrne, CTO Advisor, Cisco Systems, Inc.

**Monday, June 5, 4:00 PM - 5:00 PM PDT**

### Elevate digital experiences with Cisco Full-Stack Observability - [ITLGEN-2008](#)

Ronak Desai, SVP/GM, FSO and App Dynamics, Cisco Systems, Inc.  
Alicia McElroy, Director Operations Excellence, Royal Caribbean

Ryan Schutte, U.S. Bank

**Tuesday, June 6, 10:35 AM - 11:15 AM PDT**

### Unlocking connected human and digital customer engagement with Webex Contact Center and Webex Connect - [PSOCC-1011](#)

Courtenay Godshall, Leader, Product Marketing, Webex Customer Experience Solutions, Webex by Cisco

Jason O'Dell, VP, Voice Services Manager, First Horizon Bank

**Tuesday, June 6, 2:30 PM - 3:00 PM PDT**

### Observability at its best in hybrid cloud environment - [BRKDEV-1896](#)

Manoj Kumar Goyal, Software Engineering Technical Leader, Cisco Systems, Inc.  
Mahesh Shilvajirao Kanote, Engineering Technical Leader, Cisco Systems, Inc.

**Tuesday, June 6, 4:00 PM - 5:00 PM PDT**

### Building hybrid cloud infrastructure - routed optical networking (RON) at play! - [CSSOLD-1152](#)

Guru Shenoy, VP Product Management, Datacenter & Provider Connectivity Group, Cisco Systems, Inc.  
Mike Valentine, Network Architect, Goldman Sachs

**Wednesday, June 7, 10:30 AM - 11:30 AM PDT**

### Using APIs for multidomain inventory and asset management - [DEVNET-2103](#)

William Nellis, Systems Architect, Cisco Systems, Inc.

**Thursday, June 8, 11:00 AM - 11:45 AM PDT**

### Five-point strategy to bolster cyber resilience in financial services - [PSOIND-1007](#)

Mark Scanlan, Global Industry Lead for Retail, Cisco Systems, Inc.

**Thursday, June 8, 11:30 AM - 12:00 PM PDT**

### PTP troubleshooting on Nexus 9000 switch - [BRKDCN-3005](#)

Humphrey Hanfeng Cai, Customer Delivery Engineering Technical Leader, Cisco Systems, Inc.  
Qian Luo, Technical Consulting Engineer, Cisco Systems, Inc.

**NOTE: Recording will be posted to the On-Demand by June 3rd.**

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## Sports, Media, and Entertainment Sessions

### Data Center Network Design for Media and Entertainment Industry - [BRKDCN-2924](#)

Nemanja Kamenica, ENGINEER, TECHNICAL MARKETING, Cisco Systems, Inc.  
Chris Lapp, Technical Solutions Architect, Cisco Systems, Inc.

**Monday, June 5, 8:30 AM - 10:00 AM PDT**

### The evolution of content distribution in venue and outside of venue - [PSOIND-1010](#)

Ken Martin, Global Director - Sports, Media & Entertainment, Cisco Systems, Inc.

**Tuesday, June 6, 3:30 PM - 4:00 PM PDT**

### High Density Wi-Fi Design, Deployment, and Optimization - [BRKEWN-2087](#)

Matt Swartz, Distinguished Engineer, Cisco Systems, Inc. - *Distinguished Speaker*  
Josh Suhr, Cisco Systems, Inc. - *Distinguished Speaker*

**Wednesday, June 7, 1:00 PM - 2:30 PM PDT**

### 8 Tips for Deploying Indoor Wireless Mobility with Cisco Industrial Wireless - [BRKIOT-2601](#)

DJ Cole, Technical Marketing Engineer, Cisco Systems, Inc.

**Thursday, June 8, 8:30 AM - 10:00 AM PDT**

### How WWE Uses Cisco ThousandEyes To Remove Network Unknowns Before and During Live Broadcasts - [CSSAPP-2150](#)

Ralph Riley, Director, Broadcast IT Systems, WWE  
Joe Vaccaro, VP, Product, ThousandEyes

**Thursday, June 8, 11:00 AM - 12:00 PM PDT**

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## Cisco Global Advocate Awards 2023: Americas

The Cisco Global Advocate Awards celebrates Cisco's passionate and innovative customer advocates who go above and beyond in demonstrating thought leadership and supporting Cisco through success stories, speaking engagements, product reviews, and so much more.

Join us during Cisco Live US from **3:30-5:00pm PDT on Wednesday, June 7th** within the Cisco Insider booth (**booth #3834** within the World of Solutions) for our ceremony where ten awards, including the Industry Excellence Award, will be presented to the winners.

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## World of Solutions

### Business Evolution

Visit our Business Evolution Hub area in the [Cisco Showcase \(Level 1, Bayside C\)](#) so we can show you our Cisco Industry Portfolio Explorer and talk to you about key priorities, outcomes, and customer stories for all our industries around security resilience, hybrid work, transforming infrastructure and reimagining applications.

### Cisco Stadium

Explore the Cisco Stadium, also in the [Cisco Showcase](#), where every day is game day. Here Cisco Live fans can learn what it takes to power a seamless NFL fan experience whether they are watching the big game from inside the stadium or the living room. Discover how every piece of game day technology connects, securely on a Cisco network.

### Immersive Experiences

Stop by our Virtual Reality Lounge in the World of Solutions (**Level 1, Bayside B; Booth #417**; Right by the Security Village). Experience Cisco's financial services, retail, hybrid work, and smart buildings virtual reality demos, as well as live demonstrations of Webex Expert on Demand and Webex Hologram.

### Cisco Store Tech Lab Tour

We're not just a merchandise store, we are a testing ground for Cisco and partner technology! Take a guided tour to see the ecosystem that generates the Cisco Store Tech Lab. It acts as a testing environment for both Cisco and partner technologies to be deployed in a real environment. Learn how the Cisco Store uses technology to power the future of retail.

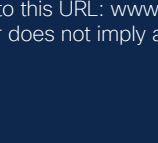
Monday - [TOUR-1001](#)  
Tuesday - [TOUR-1102](#)

Wednesday - [TOUR-1004](#)  
Thursday - [TOUR-1103](#)

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Explore the [use cases and architectures](#) that are making a difference in your industry.

[#CiscoLive](#)



The bridge to possible