



Les Williamson
Vice President, Cisco Asia Pacific Area

Les Williamson is the leader of the Cisco Asia Pacific area that includes southeast Asia (Indonesia, Korea, Malaysia, Philippines, Singapore, Thailand and Vietnam) and Australia and New Zealand. Williamson's responsibility is to drive profitable growth and market leadership through the innovative use of technologies for a more collaborative and productive business and social environment in this recently created Asia Pacific area.

Williamson previously led Cisco Australia and New Zealand where he was responsible for helping customers and partners take advantage of business and social transitions to increase productivity, create competitive advantage through new, sustainable business models and lower the impact of business on the environment.

Williamson is well known for his innovative approach to business issues. In 2007, he evolved Cisco's go-to-market approach by transforming and aligning the company's capabilities, resources and ecosystem to drive maximised customer relevance and mutual growth with partners. This team effort resulted in the Cisco Australia and New Zealand business growing at greater than double that of market rates whilst reducing costs dramatically, by mainly using IT as an enabler for productivity and innovation.

In addition, Williamson leads the company's corporate social responsibility initiative in Australia, which has the single objective of putting the human network at the heart of indigenous education and community development in Cape York in North Queensland.

Williamson has been with Cisco for ten years and has first-hand experience in how Cisco delivers architectural vision and technology to customers to drive innovation and collaboration, take cost out of operational expenditures and reduce time-to-market.

Prior to joining Cisco, Williamson held management positions at Ericsson, both here in Australia and in Sweden.

Williamson holds a Bachelors Degree in Electronic Engineering from Monash University, Victoria.
