



**Willa Black**  
**Vice-President, Corporate Affairs and Corporate Social Responsibility**  
**Cisco Canada**

As Vice-President, Corporate Affairs and Corporate Social Responsibility (CSR) for Cisco Canada, Willa Black is responsible for strategies designed to promote Cisco's external brand relevance and transformational impact across key constituencies. She leads initiatives in support of CSR, building strategic partnerships and reinforcing the company's role as an organization committed to social advancement across governments, nongovernmental organizations, and communities of all kinds with a focus on education and healthcare.

In 2014 Black led the development and launch of Connected North, a groundbreaking virtual program showcasing innovations in the field of learning with the aim of reducing Aboriginal student dropout rates. The program connects students and classrooms in underserved, remote Aboriginal communities with students in Canada's south via Cisco TelePresence, enabling cultural exchange and mentoring. Connected North also provides real-time Experts-on-Demand in the classroom, and teacher training and support via high-definition video. After the success of the pilot in Aqsaarniit Middle School in Iqaluit, Connected North is now scaling across Nunavut and the Northwest Territories.

Black has held marketing and CSR leadership roles at Cisco Canada since 1999. She has developed and led award-winning programming including the "25 Transformational Canadians" campaign to mark Cisco's 25th anniversary, in partnership with CTV and The Globe and Mail; and the One Million Acts of Green campaign in partnership with the CBC. Thousands of Canadians participated in this national challenge to drive personal commitment towards environmental sustainability, logging in excess of 1.8 million "green acts" and saving 105,695,538 kg of greenhouse gas emissions.

A 30-year veteran of the public relations and marketing industry, Black began her career at Ogilvy & Mather Advertising in Toronto. This was followed by 14 years at Royal Trust/Royal Bank where she was Director, Public Affairs for the Wealth Management division, RBC.

Named one of Canada's Top 25 Women of Influence for 2011, Black sits on the boards of the Canadian Club, the Toronto Civic Action Steering Committee, the Board of Trustees for the Walter and Duncan Gordon Foundation, the Advisory Board for CityWorks/Evergreen Brickworks and was a Founding Member of the Children's Book Bank in Regent Park. She is also a member of the Partnership Forum, launched in 2010 by the Ontario Ministry of Citizenship and Immigration, dedicated to enhancing the relationship between the Ontario Government and not-for-profit sector. She has also participated in many IT industry initiatives including the Canadian e-Business Initiative, the Information Technology Association of Canada InGenious Awards Steering Committee and is a frequent speaker at various industry and association events.

Black holds a bachelor of arts degree in English from Williams College in Massachusetts, USA.