



**Cathy Burns**  
**Marketing Lead – Africa at Cisco**

Cathy Burns joined Cisco in November 2010 as the Marketing Manager for South Africa. After a successful tenure, she was promoted to lead the fully integrated Africa marketing team. In this role, she is responsible for contributing to revenue growth through integrated marketing campaigns and targeted lead generation activities. She is also in charge of ensuring that sales and marketing are always aligned to achieve business priorities.

Cathy has over 30 years' experience in the IT Industry. She started her career at Olivetti South Africa as an assistant in the marketing department, a position she held through acquisitions by Wang Global, Getronics and subsequently CS Holdings (now known as Bytes Technologies). While there, the opportunity to continue her marketing studies became available, which she pursued successfully.

After 12 years at Olivetti, Cathy joined EMC South Africa as Country Marketing Manager for Sub-Saharan Africa. During her ten year stay at EMC, Cathy was responsible for executing the global marketing strategy in South Africa working very closely with EMC's channel partners.

Prior to joining Cisco, Cathy had a short stint at Dimension Data where she was the Solutions Marketing Manager for their Datacentre and Advanced Infrastructure line of business.

In her spare time, Cathy enjoys to ride, sail and to spend time with her grandson.