



David Meads

Vice President: Middle East and Africa, Cisco

In August 2012, David Meads was appointed to lead Cisco's Operations across Africa, responsible for the company's go-to-market strategy across the continent as well as the field execution of that strategy.

As Cisco's Vice President (VP) for Africa, Meads was responsible for how Cisco partners with African Governments and private sector companies alike to help them define and implement Digital strategies that will help them unlock the full potential of the Internet of Things (IoT).

After a very successful tenure as VP for Africa, Meads' role has been expanded to lead Cisco's Operations for Middle East and Africa (MEA) based in Dubai, UAE as of August 2017.

In this role he acts as a trusted advisor to organisations, cities and nations, helping them to understand how digitization can help them become more competitive, innovative, prosperous and inclusive through life-changing networks, enabled by technology.

Having joined Cisco in 1996, Meads has more than 30 years of experience in the IT industry. He has successfully established and grown large sales operations through his determination to remove barriers to growth and by building and leading diverse and dynamic teams.

Meads transition to VP was preceded by a period of three years as Managing Director, South Africa where he resided in Johannesburg until 2012. During his tenure as Managing Director, Cisco helped the country develop its e-skills initiative, aimed at harnessing information and communications technologies for socio-economic development.

Meads has successfully represented Cisco at a number of high profile external events including Internet of Things World Forum, WEF Africa, AfricaCom, CairoICT and Cisco Connect events, ensuring that Cisco builds stronger strategic relationships with Government and business leaders.

Executive Quote: David Meads, Vice President for Middle East and Africa, Cisco

“My key objective is to drive Cisco’s strategy to support Middle Eastern and African country innovation, prosperity, sustainability, and social inclusion through the building of life-changing networks. Ultimately, Cisco wants to enable customers, nations and organisations in Middle East and Africa to be more competitive through the adoption and use of technology and digitization. Middle East and Africa is a challenging market with its varied economies, cultures and regulatory frameworks, but Cisco strongly believes that the most significant opportunity is to catch up and leapfrog other countries and leverage technology as a platform for socio and economic transformation using the network to improve lives, empower citizens and make business more competitive”.