



Bruce Peters
Commercial Regional Sales Manager, Cisco Southern Africa

Bruce Peters is responsible for the Commercial business for Cisco's Southern Africa region.

He first joined Cisco in September 2011 working as a Partner Account Manager before being promoted to Regional Sales Manager.

Peters has collected more than 18 years' experience in the ICT sector working in various managerial roles. He was a Financial Manager at Dimension Data, holding the position for almost seven years before moving on to similar positions at Kathea Communications, Bromide Technologies and Westcon South Africa (now Westcon-Comstor South Africa). His last role prior to joining Cisco was Business Unit Manager at Westcon-Comstor South Africa.

Peters has a proven track record in successful business turnaround strategies through re-focus, restructuring and people management. His array of skills also includes marketing, competitor analysis, customer relations, IT services, value-add IT distribution, and Sales strategies.

He completed a BTech degree in Financial Information Systems at the Cape Peninsula University of Technology.

When he is not working, Peters is spending time with his family, playing golf, cycling and watching rugby.