



David Meads

Vice President
Middle East and Africa, Cisco

David Meads was appointed to lead Cisco's business and operations in the Middle East and Africa (MEA) in July 2017. Based out of Dubai, UAE, Meads oversees the execution of Cisco's strategy across the two regions, ensuring the worldwide technology leader maintains its momentum at the forefront of digital transformation efforts.

As Cisco's Vice President for the Middle East and Africa, Meads is responsible for the company's sales and go-to-market strategy, in addition to overseeing growth initiatives, strategic alliances and field execution of that strategy. A key focus in this role is to partner with governments and businesses to build the technology skills, ecosystems and engines that drive economic growth, competitiveness and prosperity for emerging countries across the two regions.

Meads has over 30 years of experience in the ICT industry and is highly respected for his keen understanding of technology and market opportunities, as well as his track record of operational excellence. A 21-year Cisco veteran, he combines a deep expertise in building strategic customer relationships with a passion for people leadership, talent development and customer success. During his tenure he has gained a reputation as a transformational leader with deep market knowledge and an ability to deliver business performance outcomes in complex, dynamic markets.

Prior to his current role, Meads had a very successful tenure as Cisco's Vice President for Africa, where he was responsible for partnering with African governments and private sector companies to help them define and implement digital strategies that unlock the full potential of the Internet of Things (IoT). In this capacity, he acted as a trusted advisor to organisations, cities and countries, helping them to understand how digitization can help them become more competitive, innovative and inclusive through life changing networks, enabled by technology.

Meads was previously Managing Director for Cisco South Africa based in Johannesburg, a role he held for three years and in which he helped the country

accelerate its national digitization strategies and develop its e-skills initiatives to harness technology for socio-economic development.

Meads frequently represents Cisco at a number of high profile external events including the Internet of Things World Forum, World Economic Forum, AfricaCom and Cisco Connect events, ensuring that Cisco builds stronger strategic relationships with government, industry and business leaders.