

# Financial Services, Retail, and Sports and Entertainment at Cisco Live 2021

**CISCO** *Live!*

Americas: March 30-31  
APJC: March 31 - April 1  
EMEAR: March 31 - April 1

## TURN IT UP!

Let's make some noise. Let's turn up the innovation. The collaboration. Let's be bold and build a better world together—a brighter more inclusive future for all. Join us for a two-day global digital event. Together we will TURN IT UP!

Use this guide to assist you with scheduling your sessions across our financial services, retail, and sports and entertainment industries.

[Register Now](#)

## KEYNOTES

### DAY 1 Opening Keynote

3/30 9 - 10 a.m. PT (Americas)  
3/31 9 - 10 a.m. SGT (APJC)  
3/31 10 - 11 a.m. CEST (EMEAR)

**Chuck Robbins**, Chairman and CEO  
**Gerri Elliott**, EVP and Chief Sales and Marketing Officer  
**Liz Centoni**, SVP, Strategy, Emerging Technologies & Incubation  
**Jonathan Davidson**, SVP and General Manager, Mass-Scale Infrastructure  
**Todd Nightingale**, SVP and General Manager, Enterprise Networking and Cloud  
**Jeetu Patel**, SVP and General Manager, Security & Applications

### DAY 2 Opening Keynote

3/30 9 - 10 a.m. PT (Americas)  
3/31 9 - 10 a.m. SGT (APJC)  
3/31 10 - 11 a.m. CEST (EMEAR)

**Gerri Elliott**, EVP and Chief Sales and Marketing Officer  
**Jeetu Patel**, SVP and General Manager, Security & Applications  
**Maria Martinez**, EVP and Chief Customer Experience Officer  
**Fran Katsoudas**, EVP and Chief People Officer

## BROADCAST SESSIONS

### The Future of Work: Are you ready?

[DLBLDR-18](#)

LEADERSHIP CHANNEL

3/31 11:00 a.m. - 11:30 a.m. PT (Americas)  
4/01 11:00 a.m. - 11:30 a.m. SGT (APJC)  
4/01 12:00 p.m. - 12:30 p.m. CEST (EMEAR)

**Pass Type:** All-Access  
**Industry:** Retail, Manufacturing  
**Session Type:** Thought Leadership  
**Speakers:** Dan Wiggins, VP, Sales, *Cisco*  
Jeff Whittemore, *Ulta Beauty*  
Dr. Bernd Heinrichs, *Bosch*  
John Dewar, *La Trobe University*

### Riot Games is Powering the Future of Esports with Cisco Cloud and Data Center Technologies

[CSSCLD-1003](#)

REIMAGINE APPLICATIONS

3/30 10:00 a.m. - 10:30 a.m. PT (Americas)  
3/31 10:00 a.m. - 10:30 a.m. SGT (APJC)  
3/31 11:00 a.m. - 11:30 a.m. CEST (EMEAR)

**Pass Type:** All-Access  
**Industry:** Sports & Entertainment  
**Session Type:** Customer Success Story  
**Speakers:** Scott Adametz, Senior Manager of Infrastructure Engineering, *Riot Games*  
Matt Van Tuinen, Communications Lead, Global Sponsorships, *Cisco*  
Su Liu, Technical Product Manager, *Riot Games*

### The World Isn't Getting Any Simpler, So How Can We Get More Effective at Staying Secure?

[CSSSEC-1002](#)

SECURE DATA CHANNEL

3/30 10:00 a.m. - 10:30 a.m. PT (Americas)  
3/31 10:00 a.m. - 10:30 a.m. SGT (APJC)  
3/31 11:00 a.m. - 11:30 a.m. CEST (EMEAR)

**Pass Type:** All-Access  
**Industry:** Financial Services  
**Session Type:** Customer Success Story  
**Speakers:** Shelly Blackburn, VP, Global Security Specialist Organization, *Cisco*  
Jill Cochrane, VP, Global Security Technology, *MetLife*  
Jesse Beauman, Assistant Vice Chancellor for Enterprise Infrastructure, *UNC Charlotte*

## ANYTIME LEARNING

### Automate Retail IT with Next-Generation Digital Tags

[PSOMER-1103](#)

**Pass Type:** All-Access  
**Industry:** Retail  
**Session Type:** Product/strategy overview  
**Speakers:** Sunmeel Bhumkar, Engineering Product Manager, *Cisco*  
Guillaume Portier, *Self*

### Financial Services Customer Journey Orchestration in a Digital World

[PSOIND-1000](#)

**Pass Type:** All-Access, Explorer  
**Industry:** Financial Services  
**Session Type:** Product/strategy overview  
**Speaker:** Al Slamecka, Sales Business Development Manager, *Cisco*

### Operational Insights in Retail

[PSOIND-1002](#)

**Pass Type:** All-Access  
**Industry:** Retail  
**Session Type:** Product/strategy overview  
**Speaker:** Bill Farnsworth, Sales Business Development Manager, *Cisco*

## WORLD OF SOLUTIONS

Visit our Industry showcase to explore our use cases and solutions across government, healthcare, and education.

Full details will be shared on day 1 when the event opens.

### Showcase Live Demo Hours

10:00 a.m. - 4:00 p.m. PT (Americas)  
10:30 a.m. - 3:00 p.m. SGT (APJC)  
10:30 a.m. - 3:00 p.m. BST (London)  
11:30 a.m. - 4:00 p.m. CEST (EMEAR)

Please note our U.S. World of Solutions Chat and Showcase Live Demo will remain open one hour longer than U.S. Broadcast.

Explore the use cases and architectures that are making a difference in your industry.

[#CiscoLive](#)



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