

## Liat Shentser – biography

**Cisco Systems, Inc.** Senior Manager Systems Engineering-Sales and Manager Virtual Systems Engineers

*Cisco Systems, Inc. (known as Cisco) is an American multinational technology conglomerate headquartered in San José, California, that develops, manufactures, and sells networking hardware, telecommunications equipment, and other high-technology services and products.<sup>1</sup> Cisco is the worldwide leader in IT that helps companies seize the opportunities of tomorrow by proving that amazing things can happen when you connect the previously unconnected. At Cisco customers come first and an integral part of our DNA is creating long-lasting customer partnerships and working with them to identify their needs and provide solutions that support their success.*

Liat Shentser is a former graduate (2005) from HES Amsterdam programme in International Business and Management Studies (now IBMS Amsterdam School of International Business). She will talk about the trends in the corporate sector and within Cisco on online communication and distance collaboration. Which employment skills does Cisco expect from applicants cq. graduates. What was her own experience in her career after graduation.

I bring over 10 years work experience in the technology sector. I currently lead the expansion strategy of our global sales engineering teams to increase the adoption of our service portfolio entailing cloud, Internet of Things (IoT), virtual mobility, video and software defined networking (SDN). My team builds partnerships with engineering and business leaders across the global Cisco partner community and various strategic verticals (service providers, global system integrators, incumbents, enterprise and commercial players). We often collaborate in virtual teams within our company and Cisco systems is leading in providing solutions and technological support for virtual business meetings.

Our products are designed to deliver the benefits of Mobility, Cloud, Virtualization, Social and Big Data by enabling businesses across a variety of industries to reduce costs, improve efficiency and fully leverage the benefits of an IT service capable to flex to the rapidly changing needs of users.

Prior to Cisco I worked at Iton Lacol, a newspaper marketing & promotional company, where I consistently overachieved sales quota through innovative selling concepts such as the permission to set up sales stands outside the Israeli Parliament building and in the top 3 Universities in Israel. I also spent over 2 years at Sureg AG, a textile wholesale distribution where I built and developed a supplier network from scratch and created a collaborative network of suppliers to obtain best price and quality.

I am actively involved in various diversity platforms by acting as an advisor to "Women in Engineering" group at Cisco. For over 7 years I lead "Cisco Connected Women" Employee Resource Organization in the Netherlands. In addition, for the last 3 years I sit on the Board of "Diversity Platform" run jointly by Oracle, IBM, Microsoft and Cisco.

I received my BA in International Business from the University of Brighton and a BA in International Business and Management from HES Amsterdam School of Business (now called Amsterdam School of International Business).

Specialties: Business Development, Sales, Channels, Mid-Market Commercial, Enterprise, Technology Evangelist, Creative Thinking, Team Leadership.