

Scott Puopolo

Vice President, Global Head, Service Provider Practice

Cisco Internet Business Solutions Group



At first glance, it might seem that the talents and sensibilities of an accomplished composer and musician have little relevance to the radical transformations taking place in the world of high technology.

But if you're Scott Puopolo—technology executive by day, composer, drummer, guitarist, and recording artist by night—great music and cool technology have much in common. They both spring from vision, passion, and creativity. And if you also have a talent for music production, you can create experiences that change people's lives, whether you're producing a rock band or orchestrating advanced technologies to change the way people live, work, and play.

Puopolo is Vice President of the Global Service Provider Practice, Cisco® Internet Business Solutions Group (IBSG)—the company's global consultancy. He and his team work with leading service providers (SPs) to identify and create opportunities to compete more effectively through the delivery of cloud computing services. Cloud computing is rapidly emerging as a new business model that allows organizations to operate more efficiently by shedding the overhead and cost of maintaining an in-house data center in exchange for anywhere, anytime access to content and services over the Internet. Another major benefit of the cloud is that organizations no longer have to sustain the expense of provisioning for peak demand; they can purchase the bandwidth they need only when they need it.

Despite current industry and economic challenges, Puopolo remains as bullish as ever about service providers because they are in a unique position to deliver cloud computing services. As incumbent providers of voice, data, and entertainment services, they already have a proven relationship with enterprises, and can realize new sources of growth by providing managed cloud services. Puopolo and his team help SPs to reposition their brand and deliver network-centric services to their customers. Today, Puopolo's team working with leading SPs around the globe to identify market

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segments, develop go-to-market strategies, and enable customers to stake out leading positions in cloud delivery services in their geographies.

The Service Provider Practice brings Puopolo in contact with every facet of his customers' business, from Connected Life to mobile broadband, to content delivery, distributed IT, and managed services. He and his team skillfully orchestrate strategy development and operations planning in all these areas to transformation customers' businesses and create value.

In emerging markets, Puopolo and team provide counsel on how to propel developing economies forward, partnering with governments to deploy broadband and associated services. And some established markets are relying on Cisco IBSG to keep their economies competitive and growing, as in Morocco, where Cisco IBSG is a key partner in helping to define a national broadband strategy to stimulate the economy for faster GDP growth.

A valued member of Cisco's management team, Puopolo sits on Cisco's Core Service Provider Business Council and the Video and Connected Home Board, and he is responsible for SP strategy for the Cisco Mexico Board.

Prior to joining Cisco IBSG, Puopolo enjoyed a number of positions related to the service provider sector in merchant banking, telco, and media. Puopolo spent nearly 15 years at Accenture, where he served as the lead partner for the firm's North American Telecommunications Strategy Practice, and led the firm's Eastern U.S. and Canadian Communications, Media, and High Technology Strategy Group.

Puopolo graduated *cum laude* from Harvard, where he was a Harvard College and Charles J. Paine Scholar. He earned his MBA from the Wharton School of the University of Pennsylvania, where he majored in strategic management and marketing.

When he's not making beautiful music with his service provider customers, Puopolo is likely to be found playing and recording in the Manhattan recording studio he built himself.

More Information

Cisco Internet Business Solutions Group (IBSG), the company's global consultancy, helps CXOs from the world's largest public and private organizations solve critical business challenges. By connecting strategy, process, and technology, Cisco IBSG industry experts enable customers to turn visionary ideas into value.

For further information about IBSG, visit <http://www.cisco.com/go/ibsg>.



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