

Biography



Chris Dediccoat
President, European Markets
Cisco Systems, Inc.

Chris Dediccoat is head of Cisco Systems' operations for European Markets. Promoted to this newly created role in June 2005, he is responsible for 20 countries across Europe, representing the largest revenue earning region for Cisco outside the US.

Reflecting the company's re-structure of its global field organisation, Dediccoat is tasked with tailoring Cisco's business approach to the needs of customers in some of its most established markets.

Supported by a team of more than 5000 people, Dediccoat has overall leadership for sales, marketing, business development and systems engineering. He is also responsible for Cisco's investment in strategic alliances and acquisitions throughout the region.

With a career at Cisco spanning a decade, he has held a number of senior positions within the company, most recently as Senior Vice President for Sales in Europe, the Middle East and Africa (EMEA). Prior to this, he was Vice President and Managing Director of Cisco's UK and Ireland (UKI) operation. As head of UKI, he forged key relationships with the UK Government and was a trusted advisor on their e-commerce strategy.

With more than 20 years industry experience, he has held senior management roles at other leading companies including Motorola, where he was Sales Director of the Telco line of business and Customer Services Director.

He is a frequent speaker at industry and government events and is a regular commentator in the print and broadcast media on topical IT, telecoms networking and Internet issues affecting private and public sector organisations.

Dediccoat holds a variety of technical and business qualifications, including an Honorary Doctorate from the University of Central England for his outstanding contribution to the field of engineering.

He lives in the UK with his family and is a keen aviator. His other interests include water skiing and supporting his local Football Club, Aston Villa.

