



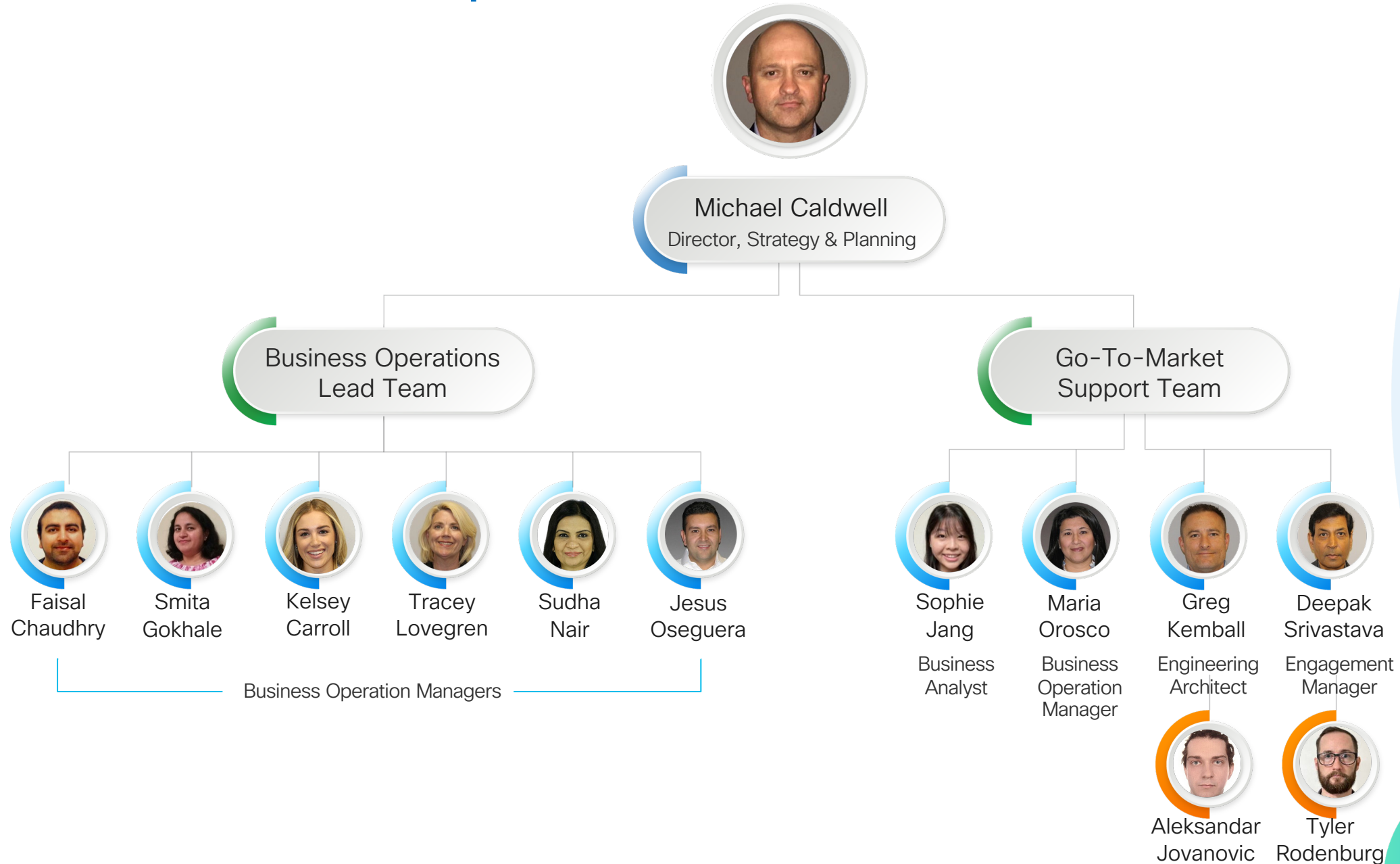
EN&C

Strategy,
Planning &
Operations

EN&C Strategy, Planning and Operations Organization



EN PM Business Operations Team Overview



EN PM Business Operations Overview





EN&C Business Operations & Budget Planning (VP/EVP level)

Support ENC Opex Planning - \$600M quarterly program

- Assist with EN&C opex headcount at an overall level in conjunction with Finance team
- Budget administration margin hurdles and strategic resource deployment

Support EN PM Teams - \$175M quarterly program

- Manage Bus Ops Leads team - \$35M quarterly opex budget
- Manage Go-To-Market support team
- Events Planning - Cisco Live, Training
- Partner Incentives - Contra / VIP programs - \$115M quarterly
- Offers & Promotions - \$15M - \$25M quarterly
- Sales / Partner content management (roadmaps)
- In-house Media (VR, training videos, product photo production)



ENC

EN PM

Jonathon Davidson
Kip Compton
Liz Williams
Brian Maddox

Chris Stori
Greg Dorai
Jeff Scheaffer



Michael Caldwell





Business Ops **Lead Team** & **VP/Org Support**

\$35m Quarterly Program

- EN-PM budget planning & reporting (Including Abhi's SPOT org)
- Chief of Staff role, supporting product leads
- Headcount & org support to include interlocks, QBOs, training, events



Switching
Wireless

Greg Dorai
Chandan
Mehndiratta
Phal Nanda
Rajesh Reddy



Smita
Gokhale



Faisal
Chaudhry

DNAC
Routing

Jeff Scheaffer
JL Valente
Balaji
Venkatraman



Tracey
Lovegren



TBD

EN PM

Greg Dorai,
Jeff Scheaffer,
various teams
in Bangalore



Sudha
Nair

EN PM

Ops Lead
Go-to-market
team



Jesus
Oseguera

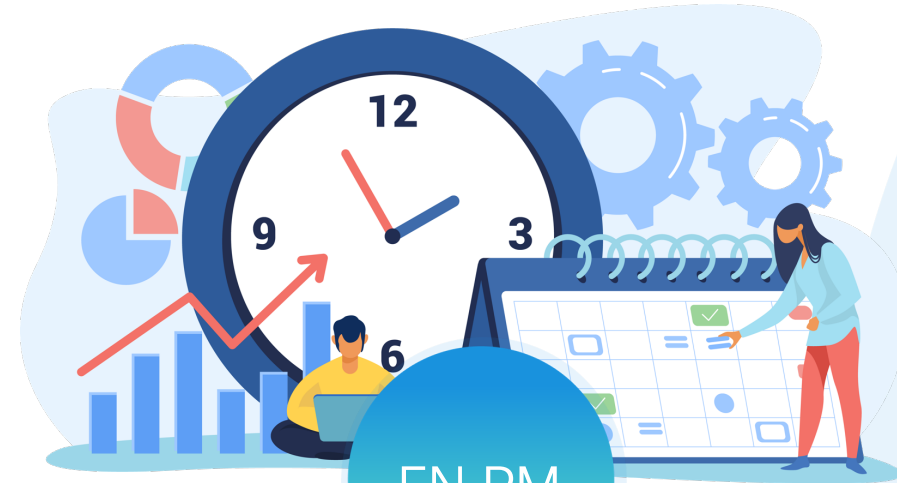




Contra/VIP Planning, Management & Reporting Team

> \$115m Quarterly Program

- Contra program is funding for partners and is reflection of product/revenue strategic direction
- Bi-annual strategic VIP planning with key stakeholders
- Managing monthly / quarterly VIP forecast submissions and program updates



EN PM

Product leads,
GPO teams,
Meraki sync,
BU Finance



Sophie
Jang



Jesus
Oseguera





Sales Enablement & Event Planning Training Team

- Sales enablement strategy (internal and partners)
- Planning and execution of key Cisco events (Cisco Live), training events, product advisory board
- Key Stakeholders: EN Product Management, Technical Marketing Engineers, Engineering, Field, Partners, Customers, Marketing



EN PM

PM team leads,
Bus Ops partners,
FA org,
Marketing,
Sales



Maria
Orosco

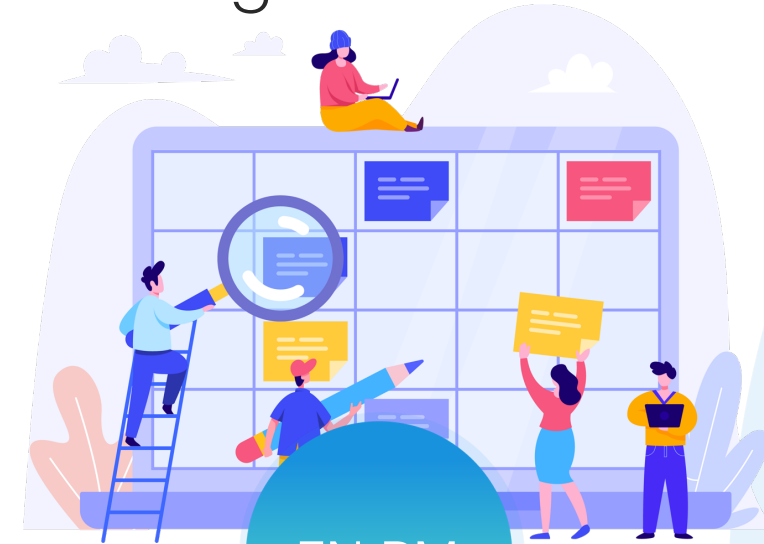




Offers & Promotions, Life Cycle Management Team

\$15m - \$25m Quarterly Program

- Work with PM teams to construct product offers and promotions.
- Create and publish the promotion guides for Sellers and Partners
- Manage adherence to the promotion on a daily basis
- Quarterly reporting on results



EN PM

Sales/Partners,
BU PM, Finance,
Supply Chain,
Marketing



Sophie
Jang



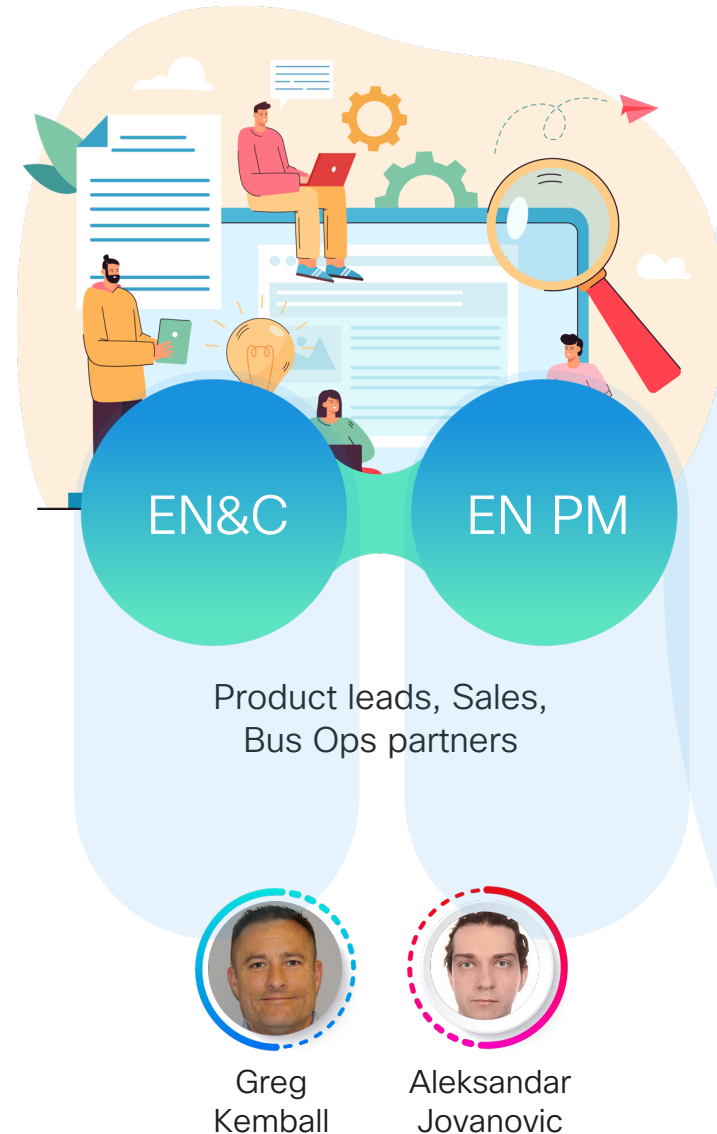
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Internal Partner **Content Management** Team

- Partner with PMs/TMEs/Marketing to manage the EN SalesConnect hub (internal and partner/disti facing. This includes building/updating pages and metrics reporting: [EN Hub](#), [Cloud Hub](#))
- Manage all EN SalesConnect content (700-900 documents) throughout the lifecycle (publishing, posting, updating, renewing, reporting, retiring)
- Coordinate Product level Roadmap updates across EN&C quarterly: [EN&C Product Roadmaps](#)
- Manage other internal facing sites (creation, continuous development): [The Academy](#), [EN Contra Program](#)
- Partner with SalesConnect/Content X teams to implement standards and ensure consistency across pages and content
- Provide SharePoint support to anyone in EN&C that needs it





In-house Media Team

- Provides in-house media creation to support all business units
- Provides great cost saving measures to the organization with better control of production process
- Virtual Reality demo production, photo/video product training production, newsletters, website / internal branding, product 3D modeling, executive presentations support



EN PM

EN & C

Product leads, Ops leads,
Marketing and Sales



Deepak
Srivastava



Tyler
Rodenburg





EN&C

Strategy,
Planning &
Operations
Team Profile