



Anil Menon
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Anil Menon is President of Globalisation and Smart+Connected Communities at Cisco. He leads Cisco's global initiatives around Smart+Connected Communities and co-leads Cisco's globalisation efforts. A key globalisation priority for Cisco, Smart+Connected Communities is focused on working with countries and cities around the world to use the network as the platform for driving economic, social, and environmental sustainability.

Prior to joining Cisco in 2009, Menon held several positions as a senior executive at IBM Corporation, most recently as Vice President of Corporate Strategy for IBM Growth Markets. He also served as Vice President of Worldwide Marketing and Strategy for IBM Systems and Technology Group. For three years he was on IBM's Strategy Team, a rotating group of senior leaders charged with setting and driving IBM's strategic priorities.

Prior to joining IBM, Menon was an academic and business consultant and served as head of the Department of Marketing at Emory University's Goizueta Business School. Previously, he was appointed by Sony Corporation as Sony Fellow in Business Strategy from 1994 to 1996. Starting with his doctoral dissertation in 1988, Menon had a long relationship with the 'Strategic Planning', an international business think tank that originated at the Harvard Business School. He also served on its Executive Committee for the Strategy Council from 1994 to 1996.

In 1999, Menon was awarded the American Marketing Association's Paul Root/MSI Award (formerly the Alpha Kappa Psi Award), given for academic research that has had the greatest impact in the practice of marketing. In 2007, the Academy of Marketing Science awarded him the Distinguished Marketing Practitioner Award for innovations in marketing practice.

Menon is a non-executive member of Citigroup's India Advisory Board. He is also a member of the Board of Directors for The Center for Customer Insights at Yale University's School of Management. He serves on the Advisory Board of Johns Hopkins University's Cary Business School.