



Gloria Goins

Chief Diversity, Equity and Inclusion Officer
Cisco

As Chief Diversity, Equity and Inclusion Officer, Gloria Goins is responsible for Cisco's DEI strategy, Inclusive Communities, and fairness work. Her team is focused on removing barriers to inclusion and belonging and making sure that Cisco's internal culture reflects its values.

For over 23 years, Gloria Goins has been tapped to launch new employee and business strategies to reach and acquire underserved customers at Fortune 50 companies. Most recently, Gloria was the Head of Inclusion, Diversity and Equity for the Sales, Marketing and Global Services for Amazon Web Services (AWS). Before her role at AWS, Gloria was the Head of Health Equity and Business Development at Amazon Pharmacy, reporting to the CEO. In that role, Gloria was charged with growing revenue and building new business partnerships with a focus on underserved customers and was recognized by Becker's Hospital Review as one of the top five Amazon health care executives to know. Prior to joining Amazon Pharmacy, Gloria was the Global Head of Diversity and Inclusion for Amazon's worldwide Consumer division and supported nine business leaders in expanding the company's brand, revenue and loyalty among diverse employees, customers, suppliers and communities.

Gloria uses her relentless ability to thrive in ambiguity to reach diverse customer markets. Notably, Gloria was recruited to build the Hispanic business strategy for The Home Depot, where she helped to launch the first paint color palette that reflects Hispanic culture (Colores Origenes), which became the highest selling paint brand at the company. While at Prudential, Gloria developed and managed the company's largest affiliate marketing program that generated \$100 million in revenue and expanded the company's brand and market share in the African American community.

Gloria brings a national reputation as a disruptive big thinker and business builder, and as such, was invited by the CEO of The TJX Companies to serve on an external Advisory Board to position the company as the retailer of choice for diverse customers, communities and employees. As a highly sought-after public speaker and multicultural thought leader, Gloria frequently consults with senior executives and Boards of Directors on how to build an inclusive culture that attracts, engages and leverages a diverse workforce to drive growth, sales, and operational excellence.

Gloria began her career as an attorney in private practice in her hometown of Miami before becoming General Attorney for a division within BellSouth, which was one of her corporate clients. With the objective of improving customer service and growing customer acquisition for BellSouth, Gloria chose and implemented the technology that accounts for why all Americans must now dial ten digits to make a local call.

Gloria enjoys travelling, volunteering and reading books on real estate and finance. She resides in Parkland, Florida with her husband Prince, her daughter Grace, and her Yorkie Max.