

Access to Experts



Brenda Dennis

Senior Director, Strategy and Planning
Cisco Systems, Inc.

Brenda Dennis joined Cisco Systems, Inc. in February 1997. Currently Mrs. Dennis is the Director of Sales Strategy and Planning where her Strategy and Marketing Intelligence Teams are responsible for the development of innovative “Go to Market” sales strategies for Collaboration, Data Center, Borderless Networks, Business Video, Industry Verticals as well as US & Canada fiscal year planning and Next Generation Sales Models. Prior to her current role, she was Global Sales Director with responsibility for over 100 Sales and Engineering resources within NJ, PA, and DE with focus on Global Enterprise customers and a revenue responsibility in excess of \$.5B. She consistently led her team to over revenue performance and was recognized for being in the top 3 operations nationwide.

During her Cisco tenure, she has held several positions. She led the Mid Atlantic Operation for VA, DC, MD, and PA to consistent 20%+ year over year growth and consistently high customer satisfaction ratings. Prior to that role, she was Regional Manager for the Global Region, leading a team of global sales and engineering professionals responsible for providing business and technology expertise to some of Cisco’s largest global customers, with vertical specialization in pharmaceuticals, healthcare, insurance, manufacturing, and retail.

Before Cisco Systems, Mrs. Dennis spent 8 years at Sprint Telecom where she held several Sales Leadership positions in MN, DC, VA, PA, and NJ. In addition, as a lead Sales Trainer/Coach, she developed and delivered sales leadership and negotiation skills courses to the sales organization.

With her passion around developing people and creating inclusive work environments, Mrs. Dennis leads the Cisco Atlantic Excellence - Diversity and Inclusion Initiative and is the Women’s Action Network Executive Sponsor for WAN East. She also does many internal and external speaking engagements on the

topic, and is very active in her local communities. She and her husband are the Founders of HSC, a soccer program with over 500 participating children. In addition, Mrs. Dennis is the Chairman of the Board of Big Brothers Big Sisters in New Jersey and leads Governance and Fundraising efforts.

Mrs. Dennis earned an MBA from Marymount University in Arlington, VA, a BA in International Management from Oregon State University, and studied at the University of Technology in Sydney, Australia.

Originally from Minnesota, she has lived in many states. She currently lives in Hainesport, NJ with her husband, Doug, and their three young sons, Spencer, Aidan, and Cory.

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