



## Vishakha Radia

### Cisco Voice Technology Group (VTG) Managing Director, Customer Business Transformation Consulting Group

Vishakha Radia is the Managing Director for Customer Business Transformation (CBT) Consulting in Cisco System's Voice Technology Group, focused on the Business Value of Collaboration. She and her team are responsible for working with Executives in Financial Services, Healthcare, Retail, Public Sector, Manufacturing and Professional Services customers in defining transformational strategies and process change leveraging collaboration products and solutions. CBT drives thought leadership development through 'use cases' that quantify the customer business problem, define how collaboration technology capabilities can address those problems, and quantify the business value of the solution. Scaling of all CBT Collaboration Business Value Use Cases is also a critical component of CBT. CBT communicates and scales use cases to analysts and customers and partners and Cisco Collaboration events. Additionally, CBT scales both the use cases and customer consulting approach to sales account teams and sales transformation teams

Formerly a consultant for Cisco in the Internet Business Solutions Group, Radia advised senior executives in multiple automotive OEMs to adopt innovative business and technology solutions. These initiatives resulted in higher productivity savings, for example with call center agent productivity, and transformational customer experiences such as 'connected vehicle/connected life'.

Prior to Cisco, with over 18 years of IT and Business leadership experiences in Fortune 10 manufacturing companies, Radia's IT and Business leadership experience ranges from leading large scale IT strategy and portfolio management, IT applications and software development, architecture definition and delivery, merging global organizations and inspiring change through visionary innovation and compelling communications. She has also held staff and line positions in manufacturing and executive roles in corporate strategy and planning.

Radia has been featured in *Computerworld* and *Consulting* magazines. She is an Executive Advisory Board Member of the Michigan Council Women in Technology. She has a patent pending for an IP connected vehicle integrated interface and has received the IT 'Goddess' award from the Michigan Council of Women in Technology.

Of Indian origin and born in Tanzania, Africa and raised in London, England, Radia currently resides with her husband in the northern suburbs of Detroit, Michigan. She has two children attending the University of Michigan and enjoys travel, cooking, reading, boating and hiking.



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