

Biography



Nick Earle
Senior Vice President, Cisco Services, European Markets
Cisco Systems, Inc.

As the leader for Cisco Services across the 20 countries that comprise the European Markets, Earle is responsible for developing innovative services-led strategies to help accelerate customer success and partner profitability with Cisco network technology and applications. Specifically, Earle focuses on how services can help customers utilize the network as a platform for business differentiation. Cisco Services is a growing part of Cisco's overall business, with revenues in excess of US\$5 billion annually.

With over 27 years IT industry experience, Earle has held a number of senior management positions. Prior to joining Cisco, he served as CEO at StreamServe Inc., one of Europe's largest privately held software companies and President of EMEA Operations at Ariba, a leading e-procurement company.

Previously, Earle spent 18 years at Hewlett Packard, where he held several high profile roles in Europe and the US—eventually rising to Chief Marketing Officer for HP's US\$35 billion enterprise computing business. He also served as President of HP's Internet business, one of only two pan-HP business units.

Earle is a recognised expert in emerging business models and the role collaboration and e-business plays in delivering value and profit. He has co-authored two business books—*Mesh Collaboration: Creating New Business Value in the Network of Everything* released in 2008 and *From Dot.com to Dot.profit* published in 2000.

Earle has a honorary doctorate in computing science and is a honorary visiting fellow at Bradford University. He is married with two daughters and lives in Surrey, England.

