



TOP 55

## **Channel Visionaries – 2017 TOP 55 Cloud Channel Executives**

Arjun Lahiri, Global Director, Partner Program Strategy & Incubation at Cisco

### **BIO:**

Arjun Lahiri is Global Director, Partner Program Strategy & Incubation at Cisco His group is focused on evolving the overall Cisco partner strategy and programs across all products, software and services for Digital Transformation. These global programs drive recruitment, enablement and incentives for over 60,000 partners that drive Cisco's business.

In his prior roles at Cisco, he led the \$7B Cloud & Ecosystem Programs portfolio with global responsibility, Services Marketing team for US service providers and partners, and New Service Development in the Services organization.

His previous professional experience before Cisco includes New Business Development, Sales Management and Management Consulting with a Big 5 consulting firm. Arjun holds an MBA from Santa Clara University, and has attended the Executive Program at the Kellogg School of Management.

### **Achievements in 2016:**

- Grew Cisco's Cloud & Managed Services Program significantly with new partner adoption and revenue contribution. Recognized in CRN's magazine (Network Connectivity and Cloud Guides) for the 4<sup>th</sup> year in a row
- Expanded the Solution Partner Program for ISVs to include new digital solutions and to 700+ partners. Recognized in 2016 CRN Magazine for 2<sup>nd</sup> year in a row.
- Launched next-gen GTM Program for Vertical / Industry Integrators to tap into growing adjacent market opportunity.
- Strategy and incubation of new global program for IT Service Providers.



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