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Tuesday, December 4

Time (All times ET)	Segment	Topic
4:00 - 4:10 pm	Welcome	Welcome to Cisco Live 2018 LATAM Language: Spanish
4:10 - 4:30 pm		Cisco Strategy Enabled by the Marketing Transformation in a Digital World Karen Walker, Senior Vice President and Chief Marketing Officer, Cisco Language: English
4:30 - 4:45 pm		The Hidden Cost of the Lack of a Solid Cybersecurity Strategy Juan Orozco, Sales Business Development Manager, Cisco Language: Spanish
4:45 - 5:00 pm	Opening Keynote Pre-show	Opening Keynote Pre-show Language: Spanish
5:00 - 6:30 pm	Opening Keynote	Opening Keynote Karen Walker, Senior Vice President and Chief Marketing Officer, Cisco John N. Stewart, Senior Vice President, Chief Security and Trust Officer, Cisco Language: English

Wednesday, December 5

Time (All times ET)	Segment	Topic
9:00 - 9:10 am	Welcome	Opening and Recap Language: Spanish
9:10 - 9:30 am	Interview	Evolution of the Infrastructure the Digital Economy of Customer Service Gustavo Sorgente, Cisco Language: Spanish
9:30 - 10:00 am	Community	Cisco Support Community Mónica Lluis-Arroyo, Business Operations Manager, Cisco Language: Spanish
10:00 - 10:20 am	Technology	Technologies: LAN, Video, Security and Collaboration in the Cloud (HCS) Luis Ignacio Salas Romero, Institutional Services Technical Director, Cisco Jorge Alaniz, Evox - Partner Language: Spanish
10:20 - 10:45 am	Technology	ISPs

		Leandro Vogel, Business Development Manager, Cisco Language: Spanish
10:45 - 11:20 am	Case Study	BDO México: Meraki and Collaboration Oscar Jaramillo, Technology Innovation Director, BDO Mexico Tania Bear, Marketing, Cisco Language: Spanish
11:20 am - 12:00 pm	Network Academy	Talent Required to Promote the Digital Transformation Jordi Botifoll, Senior Vice President, LATAM Theatre, Cisco Anne Schreiber, Female student Alma Patricia Chavez, Instructor Rebeca de la Vega, Network Academy Dream Team, Cisco Language: English
12:00 - 12:15 pm	Technology	The Importance of Digital Readiness in LATAM Jordi Botifoll, Senior Vice President, LATAM Theatre, Cisco Carlos Torales, Managing Director, Sales, Cisco Darren Ware, Manager Sales, Business Development, Cisco Language: Spanish
12:15 - 12:30 pm	Technology	Transformational Value of Connecting Technology, Innovation and People Maciej Kranz, Vice President, Strategic Innovation, Cisco Language: English
12:30 - 1:00 pm	Technology	Internet of Things (IoT) Amri Tarsis De Oliveira, Head of Sales - IoT LATAM, Cisco Michael Pearl, Manager Regional Sales, Cisco Language: English
1:00 - 1:15 pm	Technology	Partner Evolution to Deliver the Secure Intelligent Platform for the Digital Business through Cisco Architectures and the Right Tools Tavo Velázquez, Manager Sales, Business Development, Cisco Alejandro Rodríguez, Manager Sales, Business Development, Cisco Language: Spanish
1:15 - 1:30 pm	Interview	The New Way of Working: Huddle Spaces Snorre Kjespu, Vice President & General Manager of CETG, Cisco Language: English
1:30 - 1:45 pm	Technology	From Cloud to Multicloud Sergio Licea, Cloud Global Marketing Expert, Cisco Language: Spanish
1:45 - 2:00 pm	Interview	An Insight Look at Cisco in LATAM Gonzalo Valverde, Managing Director CANSAC Region, Cisco Language: Spanish
2:00 - 2:30 pm	Verticals: Public Sector	Cisco Digital Approaches of the New Government of Mexico Mauricio Moreno, Public Sector Business Development Director, Cisco

		Language: Spanish
2:30 - 2:45 pm	Case Study	Telmex: Digital Transformation and Evolution in the Customer Experience Strategy Silvio Soriano, Finance Commercial Sub- Director, Telmex Language: Spanish
2:45 - 3:15 pm	Interview	Topic TBD Michelle Chiantera, VP, Americas Marketing & Communications, Cisco Language: English
3:15 - 3:30 pm	Technology	Collaboration Alberto Aguayo, Product Sales Specialist, Cisco Pablo Marrone, Collaboration Sales Manager, Cisco Language: Spanish
3:30 - 3:45 pm	Interview	Cybersecurity Strategy in the Digital Age John N. Stewart, Senior Vice President, Chief Security and Trust Officer, Cisco Language: English
3:45 - 4:00 pm	Interview	Networks Based on Intention are Simplified Adilson Silva, Enterprise Networks Solutions Architect, Cisco Language: Spanish
4:00 - 4:15 pm	Social Responsibility	GPS- Empowering those who seek to devise solutions to global problems Sergio Corrales, Liberty Mechatronics /GPS Challengers Mary Elizabeth McCulloch, Project Vive /GPS Challengers Samrat Bhattacharyya, Dotlearn / GPS Challengers Language: Spanish
4:15 - 4:30 pm	Interview	Topic TBD Odette Latapi, Marketing Manager, LATAM, Cisco Language: Spanish

Thursday, December 6

Time (All times ET)	Segment	Topic
8:30 - 8:45 am	Welcome	Opening and Recap Language: Spanish
8:45 - 9:00 am	Interview	Accelerate Market Penetration with Commercial Strategies & Enablement Tavo Velázquez, Sr. Mgr Sales BDM, Cisco Alejandro Rodríguez, Sr. Mgr Business Development, Cisco Language: Spanish
9:00 - 9:15 am	Keynote Pre-show	Technology Keynote Pre-show Language: Spanish

9:15 - 10:00 am	Technology Keynote	<p>Technology Keynote: The Transformational Value of Connecting Technology, Innovation, and People Maciej Kranz, Vice President, Strategic Innovation, Cisco Language: English</p>
10:00 am - 12:00 pm	Portuguese Segment	<p>Portuguese Segment Language: Portuguese</p>
12:00 - 12:15 pm	Case Study	<p>How Cisco Meraki Transforms the Retail Operations- ABCdin Hugo Trejo, ABCdin Julian Zerda, Meraki Language: Spanish</p>
12:15 - 12:30 pm	Interview	<p>Automation in Cisco Data Center, Everywhere I Look Around Daniel Castillo, Cisco Language: Spanish</p>
12:30 - 1:00 pm	Interview	<p>Government New Digitalization Services Abel Rodríguez, Public Sector Director, Cisco Language: Spanish</p>
1:00 - 1:15 pm	Interview	<p>Executive Symposium Oseas Rodriguez, External Consultant Language: Spanish</p>
1:15 - 1:40 pm	Technology	<p>Security Across the Changing Digital Landscape Marissa Chancellor, Sr. IT Director Information Security, Cisco Language: English</p>
1:40 - 2:00 pm	Forum	<p>Partner NetDevOps Forum Victor Vleeschower, Engineering, Cisco Language: Spanish</p>
2:00 - 2:10 pm	Case Study	<p>Connex, Topic TBD Roberto Rotstein Rodriguez, Connex Language: Spanish</p>
2:10 - 2:45 pm	Case Study	<p>Axity: Simplicity and Convergence Pablo Gomez Benet, Axity Language: Spanish</p>
2:45 - 3:00 pm	Case Study	<p>T-Systems: The Digital Transformation Magenta Daniel Malpica, Head of Solutions Sales, T-Systems Language: Spanish</p>
3:00 - 3:25 pm	Social Responsibility	<p>Topic TBD Jordi Botifoll, Senior Vice President, LATAM Theatre, Cisco CSR Executive Language: Spanish</p>
3:25 - 3:45 pm	Panel	<p>Fireside Chat with Jordi & LATAM Regions</p>

		<p>Jordi Botifoll, Senior Vice President, LATAM Theatre, Cisco Isidro Quintana (Mexico), Managing Director, Cisco Isidro Quintana (Mexico), Managing Director, Cisco Gonzalo Valverde (CANSAC) , Managing Director, Cisco Laercio Albuquerque, (Brazil), Country Manager, Cisco Language: Spanish</p>
3:45 - 4:00 pm	Interview	<p>Offers Model Fernando Martínez Puyade, Partner Service & Software Sales Manager, Cisco Language: Spanish</p>

Friday, December 7

Time (All times ET)	Segment	Topic
12:00 - 12:10 pm	Welcome	<p>Opening and Recap Language: Spanish</p>
12:10 - 12:20 pm	Case Study	<p>Implementation of Cisco Technology at the Ingram Offices Gerardo Romero, Director GTM Ingram Micro, Ingram Micro México Tania Bear, Marketing, Cisco Language: Spanish</p>
12:20 - 12:30 pm	Interview	<p>Ikusi: Cloud and Software Defined Networking Services Enrique Calderon, IT Manager, Ikusi Language: Spanish</p>
12:30 - 1:00 pm	Interview	<p>Profitability of Mobile Network and Trends Cinthia Martinez, Mobile Networks, Cisco Language: Spanish</p>
1:00 - 1:15 pm	Interview	<p>The Transformation of the Education in the Health Sector Mtro. Roberto Rotstein, Telemedicine in health, Instituto Nacional de Neurologia y Neurocirujia Language: Spanish</p>
1:15 - 1:30 pm	Interview	<p>Enabling and accelerating partners to create digital transformation Shelly Blackburn, Senior Director Architectures Engineering and Solutions, Cisco Language: English</p>
1:30 - 1:45 pm	Technology	<p>Financial Services and Digital Ecosystems, Digital Transfer, Ecosystem and Its Impact on LATAM Financial Services Sergio Munro, Regional Business Development Manager, Cisco Ramón Heredia, Executive Director, Digital Bank Language: Spanish</p>
1:45 - 2:00 pm	Interview	<p>Future IT Guillermo Diaz Jr., CIO, Cisco Language: Spanish</p>

2:00 - 2:30 pm	Interview	Digital Transformation and Evolution with Partners Alba san Martin, Director LATAM Partner Organization, Cisco Language: Spanish
2:30 - 2:45 pm	Interview	AI- ML-Where It Works and Doesn't: Practical Examples for Achieving Business Value Bailey Szeto, IT Vice President, Cisco Language: English
2:45 - 3:10 pm	Interview	The Way in which Cisco Drives the Digital Transformation of Customers, Countries, and Regions -- Cisco Celebrates 25th Years of Presence in Mexico with Great Achievements Isidro Quintana, Mexico CEO, Cisco Language: Spanish
3:10 - 3:40 pm	Interview	The Rise of the Huddle Space Aruna Ravichandran, Vice President Collaboration Marketing, Cisco Language: English
3:40 - 3:50 pm	Interview	Topic TBD Juan Pablo Estevez, Managing Director MCO Region, Cisco Language: Spanish
3:50 - 4:25 pm	Interview	Cisco Empowered Women's Network (CEWN) Brenda Dennis, Cisco Language: English
4:25 - 4:40 pm	Interview	Cisco as a Platform Innovation Challenge Jose Bogarin, Chief Innovation Officer, Cisco Language: Spanish
4:40 - 5:00 pm	Interview	Driving Customer Obsession Together Rick Snyder, Sr. Vice President Americas Partner Organization, Cisco Language: English
5:00 - 5:20 pm	Interview	Guest Keynote Interview Dr. Michio Kaku, Theoretical Physicist and Futurist Language: English
5:20 - 5:30 pm	CEWN	Recap Cisco Live 2018 and Close broadcast Language: Spanish

*Agenda subject to change