



## Jim Cooke

### Senior Director, IT Transformation Practice Cisco Internet Business Solutions Group

Jim Cooke leads the Innovations IT Transformation Practice in the Cisco Internet Business Solutions Group (IBSG), helping CIOs and CTOs develop and refine their IT strategies. With more than 20 years of experience in information technology leadership and strategy, Cooke has led IT organizations in sales, marketing, service operations, e-commerce, manufacturing, and architecture. Prior to joining IBSG, Cooke was Cisco's chief IT architect and global head of enterprise architecture. He founded and managed Cisco's Enterprise Architecture (EA) organization, which subsequently became the foundation for Cisco's current IT strategy.

During his IT career at Cisco, Cooke helped drive initiatives such as Cisco's first salesforce automation tool, ERP implementation, Cisco's product configurator, Cisco's e-commerce initiative, and the previously mentioned EA initiative. He has also had leadership roles in Apple Computer's IT organization in addition to running his own consulting firm.

Cooke's recent work has focused on data center virtualization and cloud. The shift to cloud operating models is creating entirely new market dynamics, much like the Internet did in the early 90s, according to Cooke, creating significant opportunities for Cisco's customers and their IT organizations to reinvent themselves using these new models. Cooke is working with customers to help them with this transition and take advantage of the opportunities to reduce costs and increase operational efficiency.

Cooke is also working with customers to "go green," reducing IT costs by instituting more efficient IT operations and reducing costs by doing so.



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