



Rachael McBrearty

Chief Creative, Innovations Practice
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Rachael McBrearty is Chief Creative and group leader of the Cisco Internet Business Solutions Group (IBSG) Experience and IT Transformation Practice. She is responsible for thought leadership in the area of Customer Experience including digital design, working with Cisco clients to shape the user experience with their company, products, software, and environments.

Prior to Cisco, McBrearty was vice president of creative strategy at IconNicholson LLC, the New York office of LB Icon. Offering a rare blend of creative and operational skills, she focused on providing strategic guidance to the global top 1000 companies on how to take advantage of technology to create compelling user experiences. McBrearty began working with radio-frequency identification (RFID) in 2000 as the creative lead for the in-store technology for Prada's flagship store. She helped establishing IconNicholson as one of the premier RFID service agencies, received considerable attention with the unveiling of her RFID "Magic Mirror" and social retailing concepts at Bloomingdales.

While at Cisco, McBrearty played a significant role a number of milestone accomplishments including EcoMap, the first website that allows neighborhoods to track their greenhouse gases, the first multi-channel remote expert using Telepresence in a retail environment and the first implementation of RFID-enabled personalized signage that enabled Casino guests to get real-time offers.

She has authored numerous articles and white papers, participates on discussion panels, and speaks publicly on matters relating to how technology impacts customer experience. McBrearty has a Bachelor of Fine Arts in graphic design, summa cum laude from the State University of New York at New Paltz and was adjunct professor of computer-aided graphic design.



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