



**Inder Sidhu** is Senior Vice President of Strategy and Planning for Worldwide Operations at Cisco, the \$40 billion worldwide leader in networking for the Internet. A member of the company's Operating Committee, Inder Sidhu also co-leads Cisco's Emerging Countries Council, which drives business success in fast-growing territories like China, India, Brazil, Mexico and the Middle East. Inder Sidhu is also the author of *Doing Both: How Cisco Captures Today's Profit & Drives Tomorrow's Growth*. In a highly unstable global economy, Cisco has doubled revenue, tripled profits and quadrupled earnings per share. How? In his book, Inder Sidhu explains why "doing both" is today's best strategy. Published in 2010, the book identifies common business dichotomies and explores how successful companies avoid difficult tradeoffs and instead achieve bigger outcomes by "doing both." Using this framework, Inder Sidhu offers a unique view of Cisco's consistent record of innovation and high performance. By drawing on his company's hard-won insights and the experiences of other companies like Procter & Gamble, Whirlpool and Harley-Davidson, Inder Sidhu presents a complete blueprint for "doing both" in your organization as well. Since joining Cisco in 1995, Inder Sidhu has served in executive leadership positions in the Sales, Services, and Business Development organizations. He was the VP/GM Worldwide Professional Services, VP/GM Advanced Engineering Services, and VP Strategy and Business Development, Customer Advocacy. Inder Sidhu is a graduate of the Advanced Management Program at Harvard Business School and holds an MBA from the Wharton School of Business of the University of Pennsylvania. He also holds ...

## Inder Sidhu

### Speech Topics

- Management
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