



Ayelet Baron

Global Program Director
Cisco Leadership Fellow
NetHope

Director, Business Development
Emerging Markets, Worldwide Sales
Cisco Systems, Inc.

Ayelet Baron has earned recognition as an expert in social networking, global business strategy and organizational change management. Her particular area of focus is implementing business strategy and driving business results through people.

From April 2008-2009, Ayelet joined the NetHope staff as a Cisco Leadership Fellow with NetHope. In her roles at Cisco Systems, she provided strategy, planning and operations expertise. She worked closely with Cisco's senior sales management to establish Cisco's overall strategy for the next market growth.

Ayelet joined Cisco in 1999 and was on the IT Senior Staff, where she was responsible for the introduction of a global IT portal and other strategic initiatives focused on improving the company's productivity and Internet capabilities. She also launched the first internal online community in Cisco.

During her career, she has built leading edge teams, worked in diverse industries and developed a reputation as a highly creative change agent. Prior to Cisco, Ayelet spent 16 years as a consultant managing the development, implementation and measurement of key initiatives and programs for clients embarking on major change initiatives including mergers and acquisitions, technology implementation, new leadership, cost reduction initiatives, and organizational realignments for global Fortune 50 companies. She is a recognized industry leader and speaker on strategic change, new technologies and business strategy.

Ayelet is a recognized industry leader and speaker on business strategy. Her articles are published in *Communication World*, *Strategic Communication Management* and *Across the Board*. She wrote a monthly column on Strategy and Management for the *Strategic Communication Management* and is also on their Advisory Board. Ayelet recently contributed a chapter on business strategy, which was published in a Jossey-Bass book, *The IABC Handbook of Organizational Communication*.



Ayelet holds a B.A. from York University, Toronto, where she majored in political science and minored in theatre. She has a M.A. from Hebrew University of Jerusalem with a major in political science and minor in communications. She has an ABD from the University of Toronto in political science.