

GREG VARGA

Technology leader for customer-centered innovation, video solutions & strategy



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EXPERIENCE

Global Experience Strategist

- Cisco** 2015 - 2017 San Jose, CA
- Head of customer experience strategy team in Worldwide Sales operation
 - Owned vision and roadmap for acclaimed [Customer Experience Centers](#)
 - Redesigned demo portfolio of 900+ products into [customer-first journeys](#) that catalyzed solution-selling and increased close rates, deal size, and NPS

Technical Leader

- Cisco** 2013 - 2015 San Jose, CA
- Vertical solutions architect in the new high-growth [Internet of Things group](#)
 - Designed and championed new [video solution offers](#) that consolidated IoT edge networking, Cisco portfolio and services, and key industrial partners
 - Published [validated designs](#) and go-to-market strategy for field enablement

Technical Marketing Engineer

- Cisco** 2010 - 2013 San Jose, CA
- Evangelist and voice of customer for [Physical Security](#) in the Emerging Technologies Group, grew revenue of video management portfolio by 300%
 - Expanded go-to-market strategy, drove [lighthouse accounts](#), and actively integrated partners in [smart cameras](#), [video analytics](#), and [scale-out storage](#)

Director of Engineering

- QualVu** 2007 - 2010 Denver, CO
- Engineer #1 in venture-funded startup to modernize the offline qual/quant research industry with [richer customer insights](#) and faster business value
 - Executed agile backlog for video platform, data analytics, and web services
 - Iterated rapidly into market fit for \$3.5M revenue in 2 years, [later acquired](#)

Principal Architect

- GAV Networks** 2002 - 2007 Denver, CO
- Spearheaded [full-stack app development](#) with cloud and advisory services
 - Generated business for 5 years of MRR growth with [national sales success](#)

Director of Technology

- helloNetwork** 1999 - 2002 Las Vegas & Tokyo
- Architect and people leader in growth-stage streaming media SaaS startup
 - Created trailblazing [video portal](#), [core technology stack](#), and [mobile video](#)
 - Led tech due diligence to fund [\\$15M international JV](#) in Asia-Pacific market

Software Engineer

- Broadware** 1995 - 1999 Cupertino, CA
- Engineer #1 at angel-funded streaming video startup [acquired by Cisco](#)
 - Innovated [video players](#), [camera control](#), and [global webcast network](#)

ACHIEVEMENTS

Digitized the Selling Experience
for [global sales force](#) with 25k demo experiences per year to executive audiences that [drove \\$50B in revenue](#)

Created IoT Market
Lead on "IoT Playbook" the #1 sales tool with business outcome GTM strategy to accelerate new [global business to \\$1B](#)

Thought Leadership
Expert for [Cisco Video](#) & [IoT certifications](#) [Speaker](#) at industry events & summits
Orchestrated [visionary keynote demos](#)

Collaboration & Teamwork
Committed to diverse teams of engineers, designers & analysts in leading by example for [high-performance culture](#)

Product Innovations
Pioneered streaming [web video](#)
Disrupted broadcast & security industries
Launched [1st mobile streaming service](#)

EXPERTISE

Software Engineering

Cloud Services

Solutions Architecture

Video Systems

Business Development

IP Networking

Product Strategy

Executive Briefings

Customer Experience

Demonstrations

EDUCATION

Computer Science & Mathematics

[Kent State University](#)