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Cisco's Susan Pignataro Joins the Chief Customer Officer Council

IT executive joins exclusive organization of C-level customer officers.

LITTLETON, MA, July 31, 2014: The [Chief Customer Officer \(CCO\) Council](#), the only member-led peer-advisory network offering insight and assistance into the critical issues facing chief customer officers (CCOs) announced today that Susan Pignataro, General Manager, Customer Experience Solutions for Cisco has joined the premier think tank for customer-level business executives.

Headquartered in San Jose, CA, Cisco solves the most important business challenges facing its customers using intelligent networks, technology architectures, services, and platforms. In her role as General Manager, Pignataro is responsible for engaging Cisco customers at all levels and refining existing and creating new solutions and technologies especially around Internet of Everything (IoE), Cloud, and Mobility. Susan is working with company leaders and her teams to intimately understand customer's evolving needs and create programs, processes and metrics that fulfill customer expectations.

Pignataro stated, "Cisco is pleased to be part of the CCO Council. We are committed to enhancing our customers' businesses and lives. I look forward to working with other industry leaders, learning brilliant best practices and sharing our own."

Before joining Cisco, Pignataro held several cross-industry leadership positions with companies such as Philips Semiconductors, Procter & Gamble, Philips Technology, and McCormick & Co. She also founded Advantage Consulting, where she worked with various clients such as various Johnson & Johnson divisions, Philips divisions and Netflix.

[Curtis N. Bingham](#), founder and Executive Director of the Chief Customer Officer Council, said, "I'm delighted that Cisco recognizes the value of Council membership. Having Susan contributing to our body of knowledge further increases our strength in the technology sector. Susan brings a uniquely diverse background of industries and roles from which she's been privileged to observe, understand, and serve customers in all their varieties, from consumers to corporations."

About the Chief Customer Officer Council

The Chief Customer Officer Council was created to provide an environment where CCOs can share ideas, concerns, and build best practices that will help them avoid experimenting at customers' expense as they drive more profitable customer behavior, create powerful, customer-centric cultures, and drive sustainable business results. Members benefit from one-of-a-kind peer interaction, the annual CCO Summit, member roundtables, executive briefings, research, resources, and more. For more information on the Chief Customer Officer Council, visit www.ccocouncil.org, email info@ccocouncil.org or call 978/226-8681.

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