



NCI Agency Industry Conference and AFCEA TechNet International

**Mr Edwin Paalvast**  
President, EMEAR  
CISCO

Edwin Paalvast is President of Cisco's operations in Europe, Middle East, Africa and Russia. Edwin brings a track record of delivering business outcomes to customers by combining talented people with the right technology and services propositions.

In his previous role as Senior Vice President of the Service Provider market segment in the EMEAR region, he was responsible for sales of Cisco technology and services to telecommunications, mobile and cable operators, broadcasters, and content producers in over 120 countries. Paalvast also led a strategic accounts team dedicated to developing strategic relationships with service providers and played a vital role in defining and building service provider solution sets for the region.

Paalvast has 25 years of IT industry experience in senior management positions. He also served as Vice President Service Sales, European Markets, as the Sales Director for Mobile Service Providers for EMEA, and as the Director for Service Providers in the Netherlands.

Prior to joining Cisco, Paalvast was a partner in various consultancy companies. He started his career in research working for TNO, the Organisation for Applied Research, in the Netherlands.

Paalvast holds a doctoral degree from the Technical University of Delft.