

Dave West
President, Asia Pacific, Japan, and Greater China Cisco

Dave West is President for Cisco Asia Pacific, Japan, and Greater China (APJC). This group comprises seven organizations operating across a diverse set of markets: Australia and New Zealand, ASEAN, India and SAARC, Korea, Japan, Greater China, and Service Provider. In this role, he is responsible for developing Cisco's strategy, accelerating business growth, and ensuring Cisco APJC is the most trusted and relevant IT solutions partner and provider in the industry.

Dave works closely with customers to understand the market transitions influencing their businesses, and within Cisco, works cross-functionally with teams to design and implement innovative go-to-market models for customers' multiyear digital transformations. He is passionate about driving a people-first culture, creating opportunities for employee growth, and building diverse, high-performing teams.

Dave is a 20-year Cisco veteran with over 25 years of experience in the ICT industry. His most recent role was President and General Manager for Cisco Japan, where he managed all aspects of the Japanese market, and before that, he led Worldwide Sales for Enterprise Networks, with responsibility for the sales, solutions, and engineering motions to deliver innovation and transformation across Cisco's core portfolio.

Prior to that, Dave was the Chief Technology Officer (CTO) and Architectures leader for Enterprise Networks, Data Center, Security, and Collaboration in Asia Pacific and Japan. He was responsible for capturing market transitions, delivering sustained competitive leadership, and driving growth across all technologies. He has held various leadership roles within the Worldwide Sales, Global Partner and Public Sector organizations.

Dave is a former Marine Officer, graduated from the Virginia Military Institute, and holds an MS in Information Systems from the Naval Postgraduate School.