

# Biography

---

## **Kevin Parra**

Marketing Manager  
Global Government Solutions Group  
Cisco Systems, Inc.

Kevin Parra is a Marketing Manager in the Global Government Solutions Group (GGSG) for Cisco Systems, Inc. Mr. Parra provides strategic and tactical marketing direction for the GGSG Safety and Security team and the Corporate Securities Programs Organization (CSPO) Cybersecurity practice. Included in his responsibilities are the coordination and management of marketing deliverables to include events, advertising, public relations, analyst relations, marketing collateral, partner engagement and market research to support the long-term business development efforts of GGSG and CSPO. Mr. Parra is based out of Cisco's Herndon, VA office.

Prior to joining Cisco, Mr. Parra served in various capacities within the National Rural Telecommunications Cooperative (NRTC) to include member services, sales, business development and marketing management. As a member of the NRTC, Mr. Parra was involved with various business-to-business and business-to-consumer sales and marketing initiatives that included market research, strategic planning, partner coordination, channel management, creative direction, back-end software services implementation, budget management and campaign measurement. Mr. Parra has been involved with such efforts as DirecTV, WildBlue high-speed satellite Internet service, wholesale back-office ISP services, and Telispire mobile virtual network operator/enabler (MVNO/MVNE) opportunities.

Mr. Parra holds a Masters of Business Administration in product management from The George Washington University, as well as a Master of Arts in Telecommunications and a Bachelors of Arts in Communications from George Mason University.

Prior to enjoying the benefits of civilian life, Mr. Parra served four years of active duty in the U.S. Marine Corps as an artillery fire direction controller and surveyor with the 1<sup>st</sup> Marine Division.

