



Luis Martins

Luis Martins joined the European Cable Vertical organization in Cisco by August 2008, leading the consulting engineering team responsible to drive Next Generation Cable architectures in cooperation with the Cisco country teams. In addition, Luis and his team leads the interaction with Cisco Development Organization to feedback the R&D efforts required to address the european cable operators needs. Finally as Cable is part of the overall European Service Provider Vertical organization, Luis collaborates on joint NGN initiatives across all Service Providers in Europe.

Before, Luis joined the Service Providers Europe Solutions team in Cisco by August 2003, where he was responsible for solutions business development for Cable Operators, focused in broadband DOCSIS 3.0 and cable video IP distribution. Starting in 2006 he extended his solutions coverage to video contribution/distribution over IP in the Broadcasters market and market development for Wifi Mesh and Wimax.

Luis joined Cisco by 1997 as a Systems Engineer in the Cisco Portugal team, doing technical pre-sales activities for the Service Provider market. Later on August 2000 he became the Manager of the technical pre-sales team for Portugal Telecom, moving on April 2001 to become the Manager of the integrated technical pre-sales team covering the Service Provider market in Portugal. Among many activities he lead the technical sales development of Broadband, MPLS, Datacenter and VoIP in Cable and Wireline Operators in Portugal.

Originally from Lisbon, Portugal, Luis has a telecommunications engineering degree from Superior Technical Institute in Lisbon, as well a master of science in Broadband Communications from the same university. He also has the CCIE (Cisco Certified Internetworking Expert) certification, a well-known and respected industry certification in IP Routing and Switching. Beside that, he also has an "Economics and General Management" post-graduation in Universidade Nova, Lisboa.