



Piper Gianola
Brand Identity Manager, Cisco Systems, Inc.

Piper, a brand strategist at Cisco, is specialized in the intersection of Corporate Social Responsibility and brand opportunity and risk. In this role, she is responsible for helping integrate Cisco's social and environmental character into brand communications, she co-manages the publication of Cisco's annual CSR report, and she leads a cross-functional team responsible for Cisco's environmental marketing.

Piper has held communications roles in the data networking industry for 13 years. Prior to that, she was a linguist specialized in intercultural communications, and the director of an adult language school. Piper has spent extended time in Africa, visiting 17 countries and working in rural Senegal as a volunteer with Mauritanian refugees.

She holds a MA in linguistics and BA in Social Sciences Education from San Jose State University, California, and a Diplôme d'études Françaises from the University of Geneva, Switzerland.