

## Reza Mahdavi - President



Reza Mahdavi joined Ipanema in 2008 after serving in a variety of executive positions at Cisco for 14 years, most recently as Vice President of Corporate Affairs in San Jose, California; previously as President of Emerging Markets in EMEA, where he lived in Paris for a decade; and initially as head of global and strategic partners. Mahdavi built the foundation of Cisco's business in more than a dozen emerging and developing countries, delivering exponential growth in multiple billions of dollars. Prior to Cisco, he held leadership roles in sales and marketing at nCube, Sequent Computer Systems and CLSI.

Born in Iran and now based in Cape Cod, Massachusetts as a US citizen, Mahdavi has spent his life and career in the global arena. His multinational business experience and cultural insight was a perfect match for Ipanema's industry-leading networking technology. The US may lead the world in technology marketing, but the communications sector in the rest of the world has vastly more complex requirements in terms of technical performance and user expectations. Ipanema engineered its technology with those requirements in its DNA.

Initially serving as an adviser to Ipanema's Management Board, Mahdavi was drawn to the "inside" based on the company's innovation and its market opportunity at a critical inflection point in the industry's evolution.

In today's environment, the entire global economy is network-dependent. Bandwidth is becoming cheaper. Telcos, as managed service providers (MSPs) to enterprises, are losing ground in terms of both technical innovation and profit margins. Mahdavi sees Ipanema's technology at the intersection of market requirements. It is enabling service providers to become more strategic, and enterprises to become more efficient.

Mahdavi has played a decisive role in Ipanema's growth and global expansion. Under his leadership, Ipanema's customer base of certified MSPs and systems Integrators (SIs) has expanded to 30 throughout Europe, the Americas and Asia. Today, more than 300 enterprises worldwide rely on Ipanema's technology, with the world's largest and most demanding network environments among them.

"Ipanema's patented Autonomic Networking is unlike anything else on the market today. The difference is automated, 'sense and respond' intelligence. It's critical to understand exactly what is on the network to deliver applications not just faster, but more effectively," Mahdavi says. "Other network management vendors talk about application *acceleration*, but enterprises require application *optimization* in order to lower their overall IT costs and improve operational and user productivity. We deliver that innovation in uniquely integrated and intelligent system. "

Mahdavi's global perspective applies to life outside of Ipanema as well, where he remains a trusted advisor to CEOs of large enterprises and heads of state and mentors start up technology executives. An advocate of the Internet's role in revolutionizing education, he serves on the boards of several nonprofit organizations as well as strategic advisors to the president of Perkins School for the Blind in Boston. Mahdavi is married with two children.