

Graphic Design in Marketing Communications

Speaker: Mike Sanchez

Mike has worked in marketing communications in high-tech for more than 30 years. He has led teams in advertising, public relations, tradeshow and events, as well as graphic, web, video and experience design. At Cisco Mike is charged with creating and aligning the visual and verbal language of the brand across the entire organization. He believes crafting a compelling story and integrating marketing communications across the entire brand experience – from the inside out to customers- is a key to business success