

Measuring the Pain: What is Fragmented Communication Costing Your Enterprise?

Speakers' biographies:



Marisa S. Viveros

Global Technology Services Director, Global Leader for Converged Communications - Integrated Communications Services, IBM

Marisa Viveros is the Global Leader for Converged Communications Services, IBM Corporation. She is responsible for creating service products to address the near and long-term growth opportunities in the integrated communications market. Her objective is the delivery of superior offerings to clients through the Global Technology Services Group, by leveraging IBM software and hardware assets, along with an extensive network of partners. Ms. Viveros also defines strategic directions, oversees marketing and sales for this market.

Ms Viveros began her career at IBM as a member of the Thomas J Watson Research Center. While at IBM Research, she held different technical and management positions in the areas of pervasive computing, data management and data mining. Upon joining IBM Global Services, she led strategy and innovation for the Wireless Emerging Business Opportunity group. Ms. Viveros holds a MS degree in Computer Science from California State University and a BS degree in Electrical Engineering from Universidad de Concepción, Chile. She is a member of the Association for Computing Machinery and ACM SIGMOBILE.



Grace Tiscareño-Sato
*Senior Global Marketing Manager, Unified
Communications, Siemens Enterprise
Communications*

Grace Tiscareño-Sato is Senior Global Marketing Manager for Unified Communications for Siemens Enterprise Communications in California's Silicon Valley. She plans, writes and executes global product marketing plans for the OpenScape portfolio of unified communications offerings. Additionally, Grace works directly with Siemens reference customers around the world to understand the true business value derived from deploying Siemens unified communications solutions.

Grace joined the Siemens global applications marketing team in 2000 after a decade of global military service as an officer and instructor aviator in the U.S. Air Force onboard KC-135 refueling jets.

She holds a Masters degree in International Business Management and a B.A. degree from the University of California, Berkeley. Grace is also a published writer whose articles have appeared in various industry media.