



**Zdravka Paskaleva Newman**  
**Manager Smart and Connected Communities**  
**APJC**

Zdravka Paskaleva Newman is a 12 year veteran at Cisco. She held various roles within the company expanding between sales, strategy and consulting.

Zdravka started her professional career within Cisco in the Netherlands as a sales executive for education sector. She quickly then supported various customers in complex ICT projects including Connected Real Estate for new mega educational campuses such as Amsterdam Community College, The Hague Community College and Rotterdam University of Applied Sciences.

After 5 years serving education market Zdravka took a year off to complete a dual MBA at Nyenrode Business University and Kellogg School of Management defending her master thesis on Engagement Models for Smart Cities.

Upon returning at Cisco she took ownership of the Smart and Connected Communities (S+CC) charter for The Netherlands. Her most recent work in that role was developing strategy around the role of technologies for sustainable urban development. Applying new methodology to Dutch urban development, Zdravka orchestrated a complex PPP project between City of Eindhoven, VolkerWessels (top tier real estate developer) and Cisco to deliver smart and connected community on the premises of Strijp-S – leading development within the Netherlands. City of Eindhoven has been voted the Smartest Region in 2011 by ICF.

In addition Zdravka has played central role in other smart urban development projects such as Smart Work Centres in Amsterdam, Metropolitan Amsterdam Network as well as Smart Society Almere.

In 2012 Zdravka moved to Hong Kong as senior consultant within Cisco Consulting Services for ASEAN. Exporting her European knowledge, her primary focus was providing strategy and advice to transform cities, communities and developments in the ASEAN region into Smart and Connected Communities. She worked closely with major real estate developers and government authorities to embed ICT master planning methodology into new and existing developments, infrastructural projects and regulation policies.

Currently Zdravka is heading Cisco Smart and Connected Communities strategy and sales for ASEAN.

Zdravka is skilled in creating teams, ecosystems and partnerships, taking leadership to the next level by putting team's success above personal goals. Passionate for technological innovation while building trustworthy, long-lasting relationships. Zdravka is from Bulgarian origin.