



Dr. Rick Huijbregts [pronounce /high-brickt's/]
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As Vice President of **Digital Transformation and Innovation**, Dr. Rick Huijbregts is responsible for business development, digitization, and Cisco Canada's Innovation program.

Dr. Huijbregts oversees the digital transformation practice for **industries** with a focus on healthcare, oil and gas, mining, financial services, real estate, manufacturing and education. Dr. Huijbregts is also responsible for Cisco Canada's **smart city strategy**, and a frequent speaker on topics of innovation, disruption, and urban digitization. His team includes experts and investments in **Corporate Social Responsibility**, the **Cisco Networking Academy** program, the Cisco Canada **Innovation Centre**, academic relationships and **Research Chairs**, Cisco Canada's \$150M Investment **Fund**, and its Canadian Customer Experience Centre.

For Cisco Canada, Rick and his team **fuel and lead the digital transformation of customers**, industries, institutions, governments, and ultimately the country.

In previous roles, Rick was responsible for business development of Cisco's **real estate sector** in the United States, Canada, and the Emerging Markets; as well as led the digital transformation efforts for the commercial segment of Cisco Americas.

In addition to his responsibilities at Cisco, Rick is the **Executive-in-Residence at George Brown College** in Toronto; a **faculty member of the Harvard Graduate School of Design** Executive Education; and serves on several boards of Canadian academic institutions and not-for-profit organizations.

Prior to joining Cisco in 2005 as a member of its **corporate real estate** team, Rick was executive director of the Center for Design Informatics at the Harvard Design School. He was also co-founder and CEO of internet start-up Edificium; and consulted numerous international clients on matters of digital transformation and innovation.

Dr. Huijbregts holds a bachelor's degree in **construction management** from the Tilburg Polytechnic University in the Netherlands, a master's degree in **real estate development and project management** from Delft University in the Netherlands, and a doctorate from Harvard University with a specialization in **real estate technology and investment management**. In 2012, Rick was awarded the **Queen Elizabeth II Diamond Jubilee Medal** for his transformational work in municipal innovation in Canada.

Rick lives with his wife and two sons in Toronto, Ontario.