



Anita Kumar

Senior Country Manager – Government Affairs

Cisco Systems India and South Asia

anitaku@cisco.com

Anita Kumar has over 18 years of experience as a public policy and integrated communication professional. In her role as Senior Country Manager for Government Affairs at Cisco, Anita spearheads strategic engagement with central and state government stakeholders. She is responsible for driving policy advocacy, navigating regulatory affairs, and fostering strategic partnerships across critical technology domains, including telecom, artificial intelligence, and cybersecurity across India and South Asian countries like Sri Lanka, Bangladesh and Maldives. Further, she plays a pivotal role in advancing Cisco India's Corporate Social Responsibility (CSR) initiatives, leveraging government platforms to amplify social impact.

Prior to joining Cisco, Anita built a successful decade-long career at premier integrated communications consultancies, including Burson and Edelman. Her extensive consulting background includes advising a diverse portfolio of domestic and multinational corporations across sectors such as energy, healthcare technology, and natural resources. Notably, she was seconded to Energy Efficiency Services Limited (EESL), Ministry of Power, where she architected and executed integrated communication strategies for national energy demand-side management programs, facilitating the widespread adoption of energy-efficient lighting solutions.

Anita holds a Master's degree in Business Law from the National Law School of India University, Bengaluru, and a Postgraduate degree in Communications from Jamia Millia Islamia, Delhi.
