

**Elizabeth Rector, senior manager, customer experience & insight, Cisco Systems**

A pioneer in using integrated data, Elizabeth Rector started managing PR measurement for Cisco in 2006, spearheading the development of an internal insights team tasked with producing a proprietary analytics platform. The resulting measurement dashboard won the Best Use of Measurement and Analytics award from the League of American Communications Professionals in 2010.

Rector's approach brought together PR data with key analyst and social media data for a holistic view of the influencers impacting consumer behavior. That dashboard has since expanded to include integrated voice of the customer and competitive voice programs, and today, her team's metrics are used within 20 different business divisions at Cisco, across 15 countries, to drive strategy.

As part of the Institute for Public Relations (IPR) Measurement Commission, she helped develop standards involving the use of social media metrics, while advocating for the abolishment of outdated measures such as advertising value equivalents. Prior to Cisco, Rector consulted on marketing strategy for multinational corporations such as Televisa, Adobe and Logitech, and also held marketing and communications positions at Oracle, XO Communications and iUniverse.