

Esteban Frias

Embodied AI strategy · Human-Machine Trust Architect

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SUMMARY

Twenty years at Cisco putting technology into the places people work — through automation, machine learning and the AI now on every screen — and making it something people trust, use and eventually stop noticing because it just works. Now preparing the enterprise for embodied AI: robots that self-correct, adapt and work from little instruction, designed so people can work with them the way they work with each other. Platforms and programs serving 140,000+ people (about 85,000 full-time employees) across seven corporate functions. Builds to hand off: the benefits technology launched years ago is still in place and in use.

SELECTED IMPACT

- **Employee benefits technology (2006–2017).** Led the full stack — platforms, integrations and information security — behind a connected network of fitness, health and childcare centers (3 full-service campuses, smaller sites and an on-site clinic across 4+ countries) and partner benefits including dental care in Mexico, backup childcare and mental health support. Knew HR's business as well as HR did. The centers and benefits are still in place and in use.
- **IT customer success aligned to sales (2017–2022).** In Cisco on Cisco, turned how Cisco IT operates into practices customers could adopt and answers sellers could bring into a deal — faster deals, more wallet share, 10%+ revenue impact and multi-million-dollar pipeline influence.
- **IT Customer Experience Center (2022–2024).** Designed and launched a live showcase of observability, analytics and automation on production platforms, leading a cross-functional team across IT, InfoSec, HR, Facilities, Real Estate, Legal and Communications on a \$5M program portfolio. Still lead the customer delivery it was built for.
- **Embodied AI (in the lab).** Defining the operating model, safety and human-in-the-loop controls, risk framework, technology evaluation and procurement path for robots that act in shared workplaces. Outcomes will be stated when they are real.

EXPERIENCE

Cisco — Technical Support Manager, Embodied AI & IT Strategy

San Jose, CA · May 2022 – present

- Preparing the enterprise for embodied AI; helped shape Cisco's operational AI strategy for IT.
- Designed and launched the IT Customer Experience Center; still lead its customer delivery. \$5M program portfolio across seven functions.

Cisco — IT Customer Success Manager, Cisco on Cisco

Jan 2017 – May 2022

- IT role aligned to a West-region enterprise sales team; 4+ direct reports; 50+ stakeholder groups; 10%+ revenue impact.
- Customer showcases and roadshows across North and South America; featured speaker at Cisco Live and Cisco Connect.

Cisco — IT Business Systems & Program Manager (direct hire)

2015 – Jan 2017

- Enterprise IT programs across HR (including the benefits side of HR IT), finance, real estate, legal and communications; teams of 4–8; programs up to \$5M; global vendor and budget ownership.

Plus One Health Management — IT Program Manager, embedded on site at Cisco

Apr 2006 – 2015

- Led the full technology stack behind employee benefits: the fitness, health and childcare center network and partner benefits. Primary interface between the business and technical delivery.

Solaryn Advisory — Founder & Principal Advisor

San Jose, CA · Jan 2025 – present

- Independent AI advisory: readiness diagnostics, implementation roadmaps, fractional AI leadership. Bilingual delivery across the US and Mexico.

Earlier: Corporate Sales Director, Bally Total Fitness (2003–2006) · Assistant Manager, Nordstrom (1998–2003).

SPEAKING

Featured speaker, Cisco Live and Cisco Connect (multiple years; audiences of thousands). Public sessions: *Talent Strategy and Retention* — Vancouver, Feb 2020; *Full Stack Observability: Operaciones y Productividad* — Cisco Connect Latin America, Nov 2022 (in Spanish). Signature talks on AI operating models, human-machine trust and embodied AI, and Latino leadership in tech — estebanfrias.com/speaking.

EDUCATION & CREDENTIALS

Menlo College — Management Information Systems (2011–2013) · Certified Scrum Master, Scrum Alliance (2015) · Latino Board Leadership Academy, Hispanic Foundation of Silicon Valley (2016)