



NEWS RELEASE

MEDIA ALERT: Global Industry Leaders Join Cisco's WebexOne to Showcase What's Next for AI-Powered Work

2026-09-10

Featuring Tom Brady, 7x Super Bowl Champion, Entrepreneur, and Philanthropist, in the closing keynote conversation

AUSTIN, Texas, Sept. 10, 2026 /PRNewswire/ -- As organizations rethink how people work alongside AI, Cisco's [WebexOne](#) will bring together leaders from some of the world's largest companies to share what's working and what's next. Taking place October 5–8, 2026, in Austin, Texas, Cisco's annual AI Collaboration and Customer Experience event will feature executives from top global brands showing how they're helping organizations move beyond AI hype and create practical, measurable impact for the employee and customer experience.

WHO: Webex by Cisco, a leader in powering employee and customer experience solutions with AI, is hosting its annual signature event, WebexOne.

WHAT: The multiday event will explore trending topics shaping today's workforce across generative AI, customer experience, and the emerging era of Intelligent Workplace Experiences — seamlessly uniting AI Collaboration, Secure Networking and Smart Spaces. WebexOne will feature the latest innovations from Cisco, executive-led sessions on product and strategy news, and customer conversations with inspiring leaders from the world's leading brands.

Featured Brands and Customers: At WebexOne 2026, Cisco will showcase more than 35 customer perspectives from a diverse mix of global brands and institutions — including Meta, AMD, United Airlines, Deutsche Telekom, Akamai, Western Digital, RBC, American Eagle Outfitters, Massachusetts General Hospital, E.ON, Labcorp, Duke Energy, D. E. Shaw & Co. and Rutgers University — spanning education, energy, financial services, healthcare, manufacturing, retail, technology, telecommunications and transportation.

Inspiring Cisco Leaders: Cisco leaders will outline the company's strategy for AI-powered collaboration and customer experience, unveil new innovations and demonstrate how Cisco is enabling Intelligent Workplace Experiences by transforming physical offices and digital workflows into adaptive, AI-connected environments. Speakers include [Jeetu Patel](#), President and Chief Product Officer; [Anurag Dhingra](#), SVP & GM, Networking and Collaboration; [Snorre Kjesbu](#), SVP & GM of Collaboration; and others.

Luminary Speaker: Tom Brady, seven-time Super Bowl champion, entrepreneur, and philanthropist, will participate in a fireside chat during the WebexOne Closing Keynote on Thursday, October 8. The conversation will explore the power of collaboration, leadership, and resilience in moments of pressure and transformation — drawing on lessons from the field and the boardroom about how high-performing teams build trust, adapt through adversity, and sustain excellence in an AI-powered world.

Immersive Training: WebexOne Technical Training Program ticket holders will attend a training program that offers hands-on demos, hundreds of hours of learning across dozens of classes and labs, and dozens of breakout sessions.

Cisco will also announce the winners of its fifth annual Webex Customer Awards at the event.

WHEN: October 5–8, 2026, beginning at 9 a.m. CDT.

WHERE: In person at the Fairmont Austin and broadcast virtually through the Webex Events app.

For press interested in behind-the-scenes exclusive access onsite at WebexOne, please contact wtgpr@cisco.com. For general registration, please visit the link [here](#).

About Cisco: Cisco (NASDAQ: CSCO) is the worldwide technology leader that is revolutionizing the way organizations connect and protect in the AI era. For more than 40 years, Cisco has securely connected the world. With its industry leading AI-powered solutions and services, Cisco enables its customers, partners and communities to unlock innovation, enhance productivity and strengthen digital resilience. With purpose at its core, Cisco remains committed to creating a more connected and inclusive future for all. Discover more on The Newsroom and follow us on X at @Cisco.

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