



Peggy Ballard

*Executive Coach | Leadership & Career Strategist | Marketing & Communications
Advisor*

Principal, Encore Performance Marketing, LLC

Peggy Ballard helps C-level executives and organizations clearly communicate their value with authority — strengthening leadership presence, sharpening positioning, and opening doors to new opportunities. Drawing on senior executive roles at Cisco Systems, Scientific-Atlanta, and Hayes Microcomputer Products, she directed global marketing and corporate communications initiatives spanning corporate messaging and branding, public relations and media strategy, digital marketing, sales enablement, demand generation, trade shows and events, creative services, and industry and analyst relations. She brings more than a decade of experience as a certified executive coach to every engagement, translating that same executive-level expertise into practical results for her clients.

She designs practical, results-focused coaching engagements that help leaders articulate their voice across every platform — from executive bios, resumes, and board biographies to speeches, presentations, and strategic communications. Her clients don't just clarify their message — they increase their impact, secure new roles, and lead with greater authority.

She also partners with organizations on strategic marketing and communications initiatives, and with executives and high-potential professionals — particularly those stepping into greater influence and board- or C-suite-level impact — to sharpen their positioning and translate experience into meaningful results.

Her clients include senior leaders from **Google, Comcast, Deloitte, SAP, Verizon Wireless, Cognizant, CDC, CommScope, Children's Healthcare, MaxLinear, A&E Networks, Edelman PR, Ciena Networks, NextNav, Technetix, HeritageWerks, SQUAN, Zirrus One, Fuseideas, and Clearleap (now IBM)**, among others.

Her leadership has been widely recognized. She was named to Multichannel News Magazine's "Wonder Women" class for her contributions to the cable industry and was selected by CableFAX Magazine as one of the "Top 50 Women in Technology." She was honored twice as "Mentor of the Year" — first by Women in Cable and Telecommunications at the Red Letter Awards, and later by Cisco's Service Provider Technology Group.

An author, speaker, and moderator, Peggy wrote *You're Already a Success: Thoughts on Beginning Your Career*, published in five languages. Her career has taken her around the world — including extended time in London, San Francisco, and New York — and she is based in Atlanta today.

Credentials

Encore Performance Marketing, LLC

Principal — Executive Coach & Marketing Strategist

Marketing Strategy & Executive Communications: Advises technology and growth-oriented companies on integrated marketing strategy, positioning, and customer engagement. Partners with marketing leaders and teams to refine messaging, align strategy with business objectives, and strengthen market presence. Develops high-impact executive communications including CEO speeches, internal messaging, thought leadership, and strategic content that advances business goals and builds stakeholder confidence.

Executive & Career Coaching: Works with executives and high-potential professionals to sharpen executive presence, clarify personal brand positioning, and communicate with authority. Designs customized coaching engagements focused on strategic communication, career advancement, and board-ready positioning. Crafts compelling resumes, LinkedIn profiles, executive bios, and board biographies, and develops focused job search and board transition strategies that translate experience into measurable opportunity.

Right Management

Senior Consultant, Career Management

At Right Management, a global leader in outplacement and talent solutions, Peggy served as an Adjunct Senior Consultant, coaching professionals and executives across finance, pharmaceuticals, healthcare, and technology. She guided clients through complex career transitions, including leadership assessments, executive resume development, targeted job search strategy, interview preparation, and compensation negotiation.

Cisco Systems / Scientific-Atlanta

Senior Director, Service Provider Marketing (Cisco)

Following Cisco's \$6B acquisition of Scientific-Atlanta, Peggy led the two-year integration of brand, marketing, and public relations efforts, successfully transitioning customer relationships and market positioning within the global cable industry to the Cisco brand. She directed global trade show and event strategy and execution, and advanced Cisco's digital marketing presence, positioning social media as a strategic channel for customer engagement.

Vice President, Communications (Scientific-Atlanta)

Led worldwide marketing and corporate communications strategy for the \$3+ billion video and telecommunications company. Oversaw corporate messaging, brand strategy, public relations, digital marketing, demand generation, trade shows and events, creative services, and analyst relations.

Hayes Microcomputer Products, Inc.

Vice President, Marketing Communications

Held a senior executive role at Hayes, the inventor of the PC modem, leading global marketing communications strategy and execution across corporate communications, advertising, customer support, trade shows, direct and retail marketing, documentation, and creative services. Served as executive speechwriter and corporate spokesperson for media interviews, conferences, and industry events. Spent one year in London establishing European operations and expanding the company's international presence.