

# Juan Carlos Castilla-Rubio

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**Juan Carlos Castilla-Rubio**  
**Managing Director**  
**Climate Change Innovation Group (IBSG), Cisco Inc**

Juan Carlos leads the Global Climate Change Practice of Cisco's Strategy & Innovation Group (IBSG) based out of the London office.

The Climate Change practice focuses on the unique role that collaborative networks and information can play in low carbon development innovation and adaptation to climate change in partnership with National/ Local Governments, International Finance Institutions, Economics & Policy Think Tanks, Scientific Research Organizations & Universities, Space Agencies, NGOs and Corporations. The practice interests lie in a broad range of topics as diverse as joined-up climate change science, economics of climate change, low carbon innovation scenarios for adoption of energy efficiency, deforestation and water business models, integrated risk management and adaptation to climate change, sustainable urban development, earth science observation sensor fabrics & decision engines and global carbon market utilities. He is the Cisco leader in the Cisco/NASA Planetary Skin initiative ([www.planetaryskin.org](http://www.planetaryskin.org)).

Prior to this role in Climate Change, Juan Carlos led the Emerging Markets Public Sector innovation team focused on technology enabled national public service delivery transformation, national social/digital inclusion programs, SMB economic inclusion programs, healthcare and educational reforms in Brazil, South Africa, Mexico, Chile, Turkey, India, etc.

Prior to joining Cisco, he was a Partner for Diamond Technology Partners where he led the financial services and telecom practices in Latin America. Prior to Diamond, he was CEO for a biotechnology start-up focused on next generation biofuel technologies, an EVP Operations for a large brewery group, a VP for Corporate Strategic Development of a diversified financial services group and a senior consultant for McKinsey & Company.

In his tenure as a research professional in the biotech industry he acted as a personal advisor to the President of the Andean Development Bank (CAF) and to the United Nations Industrial Development Organization (UNIDO).

A native Peruvian, he graduated with honours from the University of Cambridge, UK with a B.Eng. in Chemical Engineering and with a M.Eng in Biochemical Engineering. He later graduated with an MBA from INSEAD in France. He is married to a Brazilian lady and has four small children.