

# Michel Pepin on Cisco's Record Revenue Growth in 2023 and Key Executive Appointment

written by InvestorNews | January 29, 2024

In a recent Investor.Coffee interview with host Tracy Weslosky, [Cisco Corp.](#)'s (CSE: CISC | OTCQB: CISCF) President and CFO Michel Pepin shared insights into Cisco's strong [revenue growth](#) for 2023 and strategic initiatives moving forward. Michel proudly announced that Cisco achieved a 95.9% increase in revenue in 2023, growing from \$14.766 million to \$35.014 million. This growth was also reflected in their gross profit, which rose from \$2.785 million to \$6.772 million, marking a 143.2% increase.

Michel attributed this success to the dedicated efforts of the Cisco team and the company's robust and profitable business model. Central to this model is a client-centric approach, a strategic focus, minimization of overhead costs, and investment in future opportunities. Michel also shared Cisco's ambitious acquisition plans. Targeting one to two acquisitions annually, Cisco is currently exploring a potential third acquisition for 2024. He stressed the importance of strategic alignment and rigorous due diligence in their acquisition process to ensure that they are accretive to Cisco.

To bolster its leadership and operational capabilities, Cisco announced the appointment of Sheri Rogers as the EVP Managing Director of Prospect Media Group (PMG), one of its key subsidiaries. Michel shared that Sheri brings a wealth of experience and a track record of success in leading major agencies and client portfolios.

To access the rest of this interview, [click here](#)

Don't miss other InvestorNews interviews. Subscribe to the InvestorNews YouTube channel by [clicking here](#)

## About Ciscom Corp.

Ciscom Corp. is a Canadian company investing, acquiring, and managing companies in the ICT sector. Potential acquisition targets are entrepreneurs seeking equity, transition, or that do not have a defined succession plan. Target companies are generally substantial SMEs and have a proven track record/history of profitability.

With this approach Ciscom enables owners/founders to crystalize their equity, while remaining active in the business. Consequently, acquisitions are immediately accretive to shareholders' value.

To learn more about Ciscom Corp., [click here](#)

**Disclaimer:** *Ciscom Corp. is an advertorial member of InvestorNews Inc.*

*This interview, which was produced by InvestorNews Inc. ("InvestorNews"), does not contain, nor does it purport to contain, a summary of all material information concerning the Company, including important disclosure and risk factors associated with the Company, its business and an investment in its securities. InvestorNews offers no representations or warranties that any of the information contained in this interview is accurate or complete.*

*This interview and any transcriptions or reproductions thereof (collectively, this "presentation") does not constitute, or form part of, any offer or invitation to sell or issue, or any*

solicitation of any offer to subscribe for or purchase any securities in the Company. The information in this presentation is provided for informational purposes only and may be subject to updating, completion or revision, and except as may be required by applicable securities laws, the Company disclaims any intent or obligation to update any information herein. This presentation may contain "forward-looking statements" within the meaning of applicable Canadian securities legislation. Forward-looking statements are based on the opinions and assumptions of the management of the Company as of the date made. They are inherently susceptible to uncertainty and other factors that could cause actual events/results to differ materially from these forward-looking statements. Additional risks and uncertainties, including those that the Company does not know about now or that it currently deems immaterial, may also adversely affect the Company's business or any investment therein.

Any projections given are principally intended for use as objectives and are not intended, and should not be taken, as assurances that the projected results will be obtained by the Company. The assumptions used may not prove to be accurate and a potential decline in the Company's financial condition or results of operations may negatively impact the value of its securities. This presentation should not be considered as the giving of investment advice by the Company or any of its directors, officers, agents, employees or advisors. Each person to whom this presentation is made available must make its own independent assessment of the Company after making such investigations and taking such advice as may be deemed necessary. Prospective investors are urged to review the Company's profile on [SedarPlus.ca](http://SedarPlus.ca) and to carry out independent investigations in order to determine their interest in investing in the Company.