

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

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In a recent Investor.Coffee interview with host Tracy Weslosky, [Cisco Corp.](#)'s (CSE: CISC | OTCQB: CISC) 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.

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