



## ***Biography***

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*David E. Roberts*

**Executive Director, the Center for Integrated Marketing and Sales (CIMS)  
Adjunct Assistant Professor, Kenan-Flagler Business School, University of  
North Carolina**

Dave Roberts has spent more than 25 years helping organizations improve their performance in sales, sales consulting and sales management. He has joined UNC Kenan-Flagler to build a sales discipline curriculum that complements the finance and marketing areas at UNC Kenan-Flagler, one of the few top business schools to offer sales as an area of study. He teaches sales strategy and skills at the undergraduate, MBA and Executive MBA levels.

He spent 16 years with specialist sales consulting companies (Managing Partner with The Sales Consultancy; Vice President in OnTarget; Senior Director in The TAS Group), including six years as a Vice President of the sales effectiveness business unit in Siebel Systems Inc.

Professor Roberts has worked with leading organizations in Europe, Asia-Pacific and North America to help his clients optimize their sales and negotiating effectiveness and achieve business results. His clients include Avaya, Oracle, IBM, Microsoft, Cisco and United Health Group.

He worked at Hewlett-Packard, Ltd. for 11 years as a sales professional and later as the global account manager for one of HP's largest accounts. He created a sales and sales management development curriculum for senior sales, support and management staff for the company.

Professor Roberts, a native of the United Kingdom, is an enthusiastic pilot and holds a U.S. commercial license.

He received his degree in electronic engineering from the University of Hull.

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