



RICHARD ROBERTS

Managing Director, UK Partner and Commercial Sales,
Cisco International Ltd.

With over two decades of sales, sales management, product management and marketing, and business development experience, Richard leads the UK's Partner and Commercial Sales Organisation for Cisco. Bringing together these two teams into a single, unified, and simplified operation, Richard is responsible for both building the most profitable, preferred and sustainable partnerships in the industry, and for driving growth across the UK Commercial Customer segment through these partnerships. Prior to this, Richard led Cisco's UK Distributed Government Sales Operation (covering Local Government, Healthcare and Higher & Further Education) for two years.

Previously, Richard was the leader of Cisco's European Technology Sales Specialist team, where he played a critical role in driving solution-led sales for the company's key strategic priorities -- Virtualisation, Collaboration and Video. Richard's keen understanding of technology solutions coupled with his expertise in market and customer trends helped Cisco's sales teams deliver fundamental changes to the way IT solutions are implemented by customers.

Prior to his return to Cisco, Richard worked for Symbol Technologies where he was Sales Director for the EMEA Channels operation. Richard was responsible for all sales through Symbol's distribution and direct channel partners, ranging from IBM through to niche, vertical market integrators. During his three years with Symbol, Richard transformed a team of 40 channel sales/technical associates across EMEA into the most successful sales unit within Symbol's channel business worldwide.

Before joining Symbol, Richard was Regional Sales Director at WatchGuard Technologies

where he was responsible for the Managed Service & Partner business for Northern Europe.

Between 1996 and 2001, Richard was at Cisco Systems where he developed the channel partner business across the UK with great success, before creating and leading the New Ventures sales team which effectively targeted sales into the Dotcom and ASP marketplace.

Prior to joining Cisco Systems in 1996, Richard worked as EMEA Business Development Director at Azlan Distribution as Integration Products Manager, having spent his first five years following his graduation with Digital Equipment Company as a software designer, engineer and networking technology consultant.

Richard graduated from the University of Nottingham with a Bachelor of Arts (Joint Honours) degree in Psychology and Linguistics, and a Diploma in Applied Psychology (Human Computer Interaction).