



Chuck Robbins
Senior Vice President, U.S. Commercial Market
Cisco

Chuck Robbins is the Senior Vice President of Cisco's U.S. Commercial Market group. In addition, he is a member of the Commercial Business Council, a global organization that leads the development and execution of Cisco's business strategies for the commercial market segment.

Robbins's primary responsibility is the sales of Cisco's products and services to small to medium-sized businesses (SMB). Specifically, he is responsible for all U.S. SMB field sales, engineering, marketing, and support programs, which helped achieve 18 percent growth in fiscal year 2007. Robbins also leads the Diversity and Inclusion team for the United States and Canada. This team's goals are to build a strong, diverse workforce that will bring about innovation and to attract, develop, and retain the best talent for the sales organization.

Previously at Cisco, Robbins was Segment Vice President of U.S. and Canada Channels, where he was responsible for the channel vision and strategy for the sales organization. During his five-year tenure, he guided its transition from a volume-based to a value-based business model, where partners have become trusted advisors to customers. He was also instrumental in improving Cisco partner profitability, which resulted in an 86 percent increase in Cisco sales flow through the channel and led partners to rate Cisco the number-one vendor and "Best Partner Program" five years in a row, according to *CRN Magazine*.

In 2006, Robbins was recognized in *CRN Magazine* as one of the top Channel Chiefs for the year, and *VARBusiness* named him one of the Top 100 Channel Executives of the year in both 2005 and 2006.

Prior to joining Cisco, Robbins spent six years in various sales and management positions at Bay Networks and Ascend Communications.

Robbins is an active member of the Atlanta chapter of Business Executives for National Security, a nationwide, nonpartisan organization through which business executives can help enhance the nation's security. He's also actively involved in Partnership Against Domestic Violence, the largest nonprofit domestic violence organization in Georgia, which offers 24-hour emergency safety and shelter for battered women and their children.

Robbins holds a bachelor's degree in mathematics with a computer science concentration from the University of North Carolina. He lives in Atlanta with his wife and four children.