



Executive Director

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Rob is responsible for the overall leadership of NC LIVE. This includes setting the strategic vision for NC LIVE; managing its finances; engaging with member libraries; establishing partnerships with other organizations; negotiating with vendors; conceiving new programs and services; and demonstrating the value of NC LIVE to external stakeholders. Rob joined NC LIVE as Executive Director in September 2015.

Prior to joining NC LIVE, Rob was the Director of Implementation Services at OCLC, a global library cooperative, where he led the team responsible for working with member libraries to successfully implement new technologies, redesign library workflows and measure ROI. He continuously engaged with libraries to identify their most pressing needs and create services to meet them. He also collaborated with libraries to tell their stories publicly at conferences and in publications. At OCLC, Rob gained experience in marketing; program development; talent management; new business development; partnerships; consulting; and member outreach.

Rob has presented at IFLA, ALA, Internet Librarian, and the Charleston Conference. His publications include "Discovery from the Outside In" in *Serials Review*, "Library Technologists as Agents of Change" in *Computers in Libraries*, "Risks of Moving to the Cloud: The Human Factor" with Petra Duren, at the 80th IFLA General Conference and Assembly and "Shadow of the leader: How library leaders undermine or bolster change efforts" with Petra Duren at the 36th Annual International Association of University Libraries Conference. Rob teaches at the UNC-Chapel Hill School of Information and Library Science. In 2017 Rob was awarded a [Fulbright Specialist Grant](#) to assist the Conference of Italian University Rectors in Rome. You can [connect](#) with Rob and follow his blog at <http://www.nclive.org/blogs/rob>.