

# MATT ROBERTS



## Director of Athletics



Matt Roberts is the director of athletics, serving in that role since January 2017. Roberts directs the day-to-day operations of the College's athletics department, including the operational planning, resource allocation, budget development and financial management of the department. Roberts oversees the College's 19 NCAA Division I varsity teams. As athletics director, Roberts has created a strategic plan for Cougar athletics that emphasizes four main pillars: academic excellence, competitive success, community

engagement and program integrity.

Roberts previously served as the deputy director of athletics at Southern Methodist University in Dallas, Texas. At SMU, Roberts helped administer the day-to-day operations of the entire athletics department and served as the administrative liaison for the football and men's basketball programs. He also assisted in the development of a departmental strategic plan, community engagement and customer service initiatives, and in the coordination of SMU post-season travel.

Prior to SMU, Roberts served as the associate athletics director for development at the University of Oklahoma, where he was responsible for the overall administration and leadership of the athletics development office, including oversight of the Sooner Club, major gift and endowment programs. At OU, he also led a variety of marketing efforts as well as served as the sports administrator for the men's and women's tennis programs.

A 1997 graduate of the University of North Carolina at Chapel Hill, Roberts earned his bachelor's degree in exercise and sports sciences. He later attended Ohio University and completed his master's degree in sports administration in 1999.

A former student-athlete, Roberts was a walk-on pitcher for UNC and finished his collegiate career as an undergraduate assistant coach, working with the Tar Heels' pitching staff. Afterwards, he was a member of UNC's athletics department, working in the ticket office and later coordinating the marketing for men's and women's soccer, women's basketball and men's and women's lacrosse.

Roberts and his wife, Amanda, live in Mt. Pleasant, S.C., with their two children, Carter and Tucker.

## EDUCATION

**1997:** B.A. in Exercise and Sports Sciences, University of North Carolina, Chapel Hill

**1999:** Master of Sports Administration, Ohio University

## CAREER HIGHLIGHTS

**2017-Present:** Director of Athletics, College of Charleston

**2012-2016:** Deputy Director of Athletics, Southern Methodist University

**2003-2012:** Associate Athletics Director for Development, University of Oklahoma

**2001-2003:** Director of Sports Marketing, University of North Carolina, Chapel Hill