

MEET CHRIS ROBERTS

ROBERTS & more

CHRISTINE H. ROBERTS

Chris Roberts founded Roberts & more on October 1, 2001, to help clients succeed by recommending and implementing strategies to enhance reputation and build brand. Before starting her own business, Chris was senior vice president for public affairs for U.S. Bancorp. In that role, Chris led public relations and government relations, developing strategy and advising senior management about ways to strengthen U.S. Bank's image and relationships with its customers, in its communities and among public officials.

Chris also served as the head of marketing and communications for the University of Minnesota Academic Health Center (seven health and medical schools), deputy to the chancellor for public affairs at Minnesota State Colleges and Universities and vice chancellor for system advancement for the Minnesota State Universities.

In these marketing roles and communications roles, she designed and implemented initiatives that resulted in clearer identities, stronger reputations, increased revenue and enhanced employee morale. Chris also has extensive successful experience in strategic planning, change management and crisis communications as well as an expertise in gender communications – essential in today's business world.

As a public affairs professional, Chris worked for two congressmen, two governors, and two chambers of commerce. In each case, she combined communications and government relations effectively to influence legislative decisions, build coalitions, shape public opinion, serve constituents and advocate for good public policy.

Her friends, colleagues and clients will say Chris is a highly creative and tenacious professional who knows how to ask the right questions to get the right results. They will also say that she combines the gravitas of the business with a lust for life and a passion for community service.

Chris holds bachelor's and master's degrees in political science from the University of South Dakota and a certificate in German from the University of Vienna, Austria. She has been active on non-profit boards and also is on the board of PryntComm in Pierre, SD. She has won numerous awards for her work and is often called upon to present on reputation management and planning topics.

STRATEGIC COMMUNICATIONS | BRAND DEVELOPMENT AND DESIGN | PLANNING | GENDER COMMUNICATIONS | TRIAL PREPARATION

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