



**Albert H. Segars,  
Ph.D**

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Dr. Albert H. Segars is the PNC Bank Distinguished Professor at UNC Chapel Hill's Kenan-Flagler School of Business. He is also the Chairperson of the school's Strategy and Entrepreneurship Area as well as the faculty director of UNC's Center for Sustainable enterprise.

Al's area of research, teaching and consulting expertise include innovation, technology management, as well as entrepreneurship. He has written numerous articles on these topics within the context of strategic planning, product innovation, financial investment, logistics, supply chain, and corporate sustainability.

His research has been recognized as "Best in Practice" by The Financial Times, The Wall Street Journal, The Society of Information Management (SIM), The Society for Logistics Engineers (SOLE), as well as The Association for Computing Machinery (ACM). Current research projects by Dr. Segars are funded by The National Science Foundation, Carnegie Bosch Institute, The Kaufman Foundation, Bank of America, The Defense Logistics Agency, The Department of Navy, The Medical Logistics Agency, CIBER, and Duke Energy.

Along with his work in academe, Al was a founding partner of two successful technology startups. He and his brother (Dr. Paul Segars of Duke University) are currently involved in an early stage startup that converts radiology images (digital phantoms) into 3D models for use in calibrating medical equipment.

Al is a frequently invited speaker for corporate and academic engagements. He provides expert analysis and interviews in media outlets such as *The Wall Street Journal*, *USA Today*, *The Washington Post*, *BusinessWeek*, CNN, *CIO Magazine*, *The New York Times*, National Public Radio, *The Financial Times*, as well as numerous newspapers and trade journals. He is a featured commentator of *The Wall Street Journal's* Startup Journal website (Startupjournal.com) and is also frequently called upon to provide opinion and perspective for leading investment and venture capital firms.