

JOIN US

Corporate Engagement Boot Camp (updated: November 24, 2015)

December 2 – 3, 2015. Atlanta, Georgia.

Prominent universities are investing heavily in their corporate engagement strategies, with their leaders looking for ways to engage companies across the entire Partnership Continuum and to maximize the return from their corporate-relations efforts. At the same time, companies are facing both decreasing internal R&D budgets and pressure to create new products, solutions and services. To sustain innovative research, many are bolstering their academic engagement programs while streamlining the number of partnerships they have, choosing to concentrate their efforts on a limited number of academic institutions that can provide technical expertise and engagement models that coordinate research, tech transfer, workforce development, recruiting and philanthropic support.

To exploit this trend, some universities utilize a multi-dimensional institutional approach to engagement where the university presents a unified front to the corporate partner. The process starts with the academic leadership executives who set the tone of how to form, maintain, and grow successful corporate relationships.

OVERVIEW: The Corporate Engagement Boot Camp is a UIDP Academy event, designed to provide academic leaders valuable insights on how to craft and execute an effective, holistic approach to corporate relationships by better understanding the critical issues to consider when collaborating with industry.

FOCUS: UIDP Academy events bring together practitioners to discuss effective strategies and common sticking points within a mutually beneficial and respectful forum. The Corporate Engagement Boot Camp will cover what corporations think about academic partnering, providing specific examples of different institutional approaches to help attendees refine their institutional value propositions. Each session of the boot camp will be led by experienced academic and corporate representatives from a strategically assembled set of universities and industries. Attendees will hear perspectives from both sides on issues critical to university-industry (U-I) partnerships including:

- Strategic issues, including the rationale for collaboration, expectations and structures for engagement
- Operational matters, including intellectual property, contracts, compliance and other administrative issues
- Government perspectives on the value of U-I collaboration and partnerships

AGENDA

All events will be held at the J. Mack Robinson College of Business, room 411 unless otherwise indicated.

December 2, 2015		Presenters
1:00 - 1:30 PM	Introduction Session and Desired Outcomes	Tony Boccanfuso James Weyhenmeyer
1:30 - 2:15 PM	Corporate Rationales and how they are structured for University Research Engagement	Debbie Radasch
2:15 - 2:45 PM	Discussion	
2:45 - 3:30 PM	Metrics	Mary Quandt Jesse Mudrick
3:30 - 4:00 PM	Coffee Break	
4:00 - 5:00 PM	IP Matters	Todd Sherer Connie Armentrout
5:00 - 5:30 PM	Discussion	
5:30 - 6:00 PM	Government Perspectives on U-I Engagement	Grace Wang
6:00 - 7:30 PM	Reception	Intercontinental Hotel
December 3, 2015		
7:30 - 8:15 AM	Continental Breakfast	
8:15 - 9:00 AM	Contracting and Administrative Issues	Jilda Garton Dennis Fortner
9:00 - 9:30 AM	Discussion	
9:30 - 10:15 AM	Sourcing Technology from External Parties	Austin Kozman
10:15 - 10:45 AM	Discussion	
10:45 - 11:00 AM	Coffee Break	
11:00 - 11:45 PM	Compliance Matters	Angela Steltzer Kenya Pierre
11:45 - 12:15 PM	Discussion	
12:15 - 12:45 PM	Working lunch	
12:45 - 1:30 PM	University Structures for Maximizing Industry Engagement	Todd Glickman
1:30 - 2:30 PM	You Asked for It – Your Questions Answered	Tony Boccanfuso Debbie Radasch
2:30 - 3:00 PM	Wrap-up	Tony Boccanfuso



WHO SHOULD ATTEND: In order to maximize direct engagement among attendees and facilitators, attendance is limited to UIDP representatives and invited guests and specifically those possessing leadership roles within their institutions.

WHERE:

Georgia State University

J. Mack Robinson College of Business

Tower Place 200, room 411 (fourth floor immediately opposite the elevators)

3348 Peachtree Road N.E., Atlanta, GA 30326

Phone: 404-413-7180

For more information on hotels and travel, read the [Corporate Engagement Boot Camp Logistics Memo](#).

HOW MUCH?

	UIDP Members	Non-members
Registration	\$300	\$1,500

Attendees will receive a Corporate Engagement Reference Book that will serve as a living resource, containing UIDP reference materials as well as case studies that consider practical matters in developing and nurturing corporate partnerships.

REGISTER: Please indicate your intent to attend by emailing info@uidp.net

CONFIRMED SPEAKERS



CONNIE ARMENTROUT

Director, Academic Technology Licensing, Monsanto Company

After 22 years in academic research and technology transfer administration, Connie joined Monsanto Company in 2001 as the Director of Academic Licensing. She and her team support the Technology (discovery) segment of Monsanto through all types of collaborations with Universities: material transfers, option and license agreements, service and sponsored research agreements, consulting agreements with academics, federal grants, CRADAs, confidentiality, land leases and field trial agreements. Connie also assists Monsanto employees with any agreement necessary for them to obtain graduate degrees while working at Monsanto

She is a past President of the University/Industry Demonstration Partnership and currently co-chair of the UIDP Contract Accords Project. She sits on the University of Missouri Research and Development Boards. She is a member of and has served in Regional and National Board positions for the Association of University Technical Managers and the National Council of University Research Administrators. She is also a member of the Licensing Executive Society.



ANTHONY BOCCANFUSO

President, UIDP

As the UIDP's President, Tony is a leading expert on U-I relations, in print and on the speaker circuit, domestically and internationally. Tony holds a Ph.D. in Inorganic Chemistry from the University of South Carolina and a B.S. in Chemistry and Political Science from Furman University. Tony also serves as a consultant for government agencies, non-profit organizations and corporations and is Vice-Chair of the MedStar Health Research Institute. Tony and his family currently reside in Connecticut, where Tony's wife, Dr. Laura Boccanfuso, is a social robotics researcher at Yale.

**DENNIS FORTNER**

Senior Manager IP & Strategic Technology Agreements, Northrop Grumman
Dennis Fortner is a Senior Manager of Intellectual Property and Strategic Technology Agreements working for the Advanced Concepts & Technologies Division of Northrop Grumman with reporting responsibilities to the Corporate Director of Technology. In this and similar positions over the last 18 years, he is aligned with both the company's Technology and Intellectual Asset Management organizations, capturing and acquiring rights to key Intellectual Property for Northrop Grumman while working with a number of Strategic Collaborative Partnerships with Gov't R&D, Universities, Labs and the Small Businesses community. Prior to Northrop Grumman he worked for the British Technology Group (BTG) a VC/patent aggregator in the Intellectual Property business with the responsibility to seek out and acquire novel technologies to then advance select portfolios as new solutions for pre-selected large businesses. Prior to this he has held positions with two mid-size companies in the Aerospace & Defense Industries with roles of New Ventures Manager, IR&D Business Development and Engineering. He holds a Bachelor of Technology (BT) from New York Institute of Technology and an MS in Technology Management from NYU Polytech.

**JILDA D. GARTON,**

Vice President for Research & General Manager, Georgia Tech Research Corporation

Jilda directs activities of the Office of Sponsored Programs and the Office of Research Compliance. Her responsibilities include identifying sponsored research opportunities, proposal processing, negotiation and award and post-award administration of contracts and subcontracts. Jilda is also General Manager of Georgia Tech Research Corporation (GRTC), responsible for the financial and business affairs of the organization, including licensing of the intellectual property created at Georgia Tech.



TODD GLICKMAN

Senior Associate Director, Corporate Relations, Massachusetts Institute of Technology

Todd joined the Industrial Liaison Program in January 2000, serving as the MIT liaison for companies worldwide, and joined the senior management of the office in 2005. Prior to joining ILP, Todd was Assistant Executive Director of the American Meteorological Society (AMS), the professional society for meteorologists, which is based in Boston. At AMS, Todd's responsibilities included strategic planning for conferences, headquarters' liaison with AMS member boards and committees, support to the AMS Council, and public relations. In addition, Todd was Managing Editor for the AMS Glossary of Meteorology (2nd edition).



AUSTIN KOZMAN

R&D Director, PepsiCo Advanced Research, PepsiCo

Austin is a Director at PepsiCo working in the Open Innovation and Alliance Management team. The Open Innovation (OI) team is charged with identifying, researching, and developing emerging novel technologies in both food and beverage processing and packaging. The ultimate goal of PepsiCo OI is to locate "development ready" technologies and business propositions that are robust enough to perform successfully at a pilot scale where product development teams can explore potential applications that can impact our portfolio of beverages (Pepsi, Tropicana, Gatorade, etc.) and/or snacks & foods (Lays, Doritos, Quaker, etc.); therefore enabling complete adoption and integration into PepsiCo. OI is also interested in areas external to processing and packaging that influence our core business, such as ingredients, sensors, analytical equipment, point of sale equipment, distribution/fleet.



JESSE MUDRICK

Strategy Analyst, Global Academic Relations, Elsevier

Jesse Mudrick is a Strategy Analyst for Elsevier Global Academic Relations, where he conducts analysis exploring global research trends for governmental organizations, funding bodies, university administrators, and corporations. He has managed a variety of projects, including a study on research trends for the University of California System Office of the President, as well as topic-specific reports on Food Security and Brain Science. His work explores specifics of collaboration between academic institutions and corporations across multiple subject areas and sectors. Prior to joining Elsevier, Mr. Mudrick worked in community development in the west side of Chicago at Bethel New Life. He has a Bachelor's degree in Politics from Princeton University



KENYA PIERRE

Assistant General Counsel - Global Nonwovens Business at Kimberly-Clark
Kenya is currently Assistant General Counsel of the Global Nonwovens Business at the Kimberly-Clark Corporation, based out of Roswell, Georgia. She supports general commercial transactions, intellectual property, licensing, development agreements and strategies for the business. Formerly she supported the company's corporate and patent litigation and worked to develop global training initiatives for the company's Corporate Compliance and Ethics. Previously, she was patent counsel for Procter & Gamble Company in Cincinnati, Ohio in Beauty Care and Corporate Research & Development, general commercial and IP counsel for The Coca-Cola Company in Atlanta, Georgia supporting general commercial and IP transactions for global juice developments, M&A and nutrition research science.

She is a native of Cincinnati with a Bachelor of Science degree in Chemistry, cum laude from Spelman College, a Juris Doctorate from the University of Cincinnati School of Law as well as certified in International Food Law and Regulations from the Michigan State University.



DEBORAH K. RADASCH

Global Technology, Boeing Research & Technology

Deborah is a senior manager for Boeing's Global Technology where she is responsible for a team that develops research subcontract requirements and manages our strategic research universities. In her role with strategic universities, she is responsible for the R&D portfolio selection and management, as well as enterprise alignment. She also serves as the global technology lean focal. In addition, she is the Industry Lead for the University Industry Demonstration Partnership, UIDP and represents Boeing on the Government University Research Roundtable (GUIRR). Prior to this, Deborah supported the Chief Technology Office and the V.P. Boeing Research & Technology in portfolio planning, selection, and operations.

Deborah has a diverse background, having held program management roles in key development and production programs including the F/A-18, F-15, and Future Combat Systems as well as assuming many functional leadership roles in systems engineering, technology, business development, manufacturing and supplier management. She has held adjunct faculty positions at St. Louis University and Washington University. She received her Ph.D. operations research with a minor in finance from Saint Louis University, and her M.S. and B.S. degrees in operations research and decision sciences from The Pennsylvania State University.



TODD SHERER

Vice President for Research Administration & Executive Director of Technology Transfer, Emory University

Todd is Associate Vice President for Research Administration and Executive Director of Technology Transfer at Emory University in Atlanta, Georgia. He leads a team of 20 focused on creating value from intellectual property developed by Emory researchers. Since joining Emory in 2003, Todd has expanded the program by twelve staff, instituted a commercially oriented product pipeline to highlight Emory's varied portfolio, and created an in-house patent department to reduce costs and better align patent work with research activity. Licensing revenues have exceeded \$700 million since Todd joined the office. He also worked with colleagues to monetize downstream licensing revenues on an Emory-discovered molecule that is now part of the leading AIDS drug cocktail - resulting in a \$540 million, one-time payment.

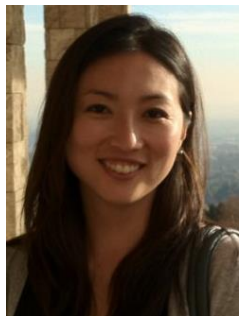
Todd is Past President for the Association of University Technology Managers (AUTM). He is also on the Board of Directors of Southeast BIO (SEBIO). Todd is a Registered Patent Agent with the United States Patent and Trademark Office. He is also a Registered Technology Transfer Professional (RTTP) and a Certified Licensing Professional (CLP).



ANGELA L. STELTZER

Industry Contracts Officer, Office of the Vice President for Research, The University of Georgia

Angela has 12 years of research administration experience across multiple sectors and recently joined the sponsored project administration at The University of Georgia as its first industry contracts officer. She has previously served as a contract officer at Georgia Tech as well as at Emory University. Her expertise ranges from non-profit organizations to federal agencies, and includes industry-under-Government-prime awards, industry R&D funding and international collaborations. She holds a B.S. from Slippery Rock University of Pennsylvania, and has a J.D. from Duquesne University, Pittsburgh, PA.



MARY QUANDT

Director of Business Development and Strategy, Elsevier

Mary is Director of Business Development and Strategy for Elsevier's North America Academic and Government segments. Her responsibilities include developing strategic partnerships with universities and governments to enhance research, education, and innovation productivity. Prior to Elsevier, she was responsible for strategic business analysis pertaining to investments at American Express, and evaluating and structuring investments at a hedge fund. Mary holds an MBA from Columbia University and a BA in Economics from Pomona College.

**GRACE WANG**

Deputy Assistant Director for Engineering, National Science Foundation

Grace was named Deputy Assistant Director for Engineering at the National Science Foundation in July 2014. Prior to that, Grace was the Division Director of the Division of Industrial Innovation and Partnerships (IIP) at NSF since February of 2012. Grace joined NSF in June 2009 as a Program Director for the SBIR/STTR Program. She also served as the Cluster Leader for the Nanotechnology, Advanced Materials and Manufacturing (NM) Cluster in SBIR/STTR Program. Before joining NSF, Grace was a Senior Development Scientist at Hitachi, where she led a team to successfully develop and launch a few generations of products into the market. While in Hitachi, Grace also led task forces both in the US and overseas that identified and executed effective and viable solutions to major technical crises, and helped mitigate impact on revenue generation. Grace started her career as an Advisory Development Scientist at IBM. Grace is the recipient of many leadership and technical achievement awards. Grace holds a Ph.D. in Materials Science and Engineering from Northwestern University.

**JAMES WEYHENMEYER**

Vice President for Research and Economic Development at Georgia State University

James has responsibility for managing the university's research portfolio and economic development activities. Immediately prior to joining the Georgia State community, he was the Senior Vice Provost for Research and Economic Development at the State University of New York and the Vice President for Research at the State University of New York Research Foundation.

James is an experienced senior administrator having held several executive administrative appointments, including posts as the Associate Vice President for Economic Development and Corporate Relations and Vice President for Technology and Economic Development at the University of Illinois. He was the founding Managing Director and CEO of Illinois VENTURES, LLC, an early-stage venture capital firm focused on the development of technology-based companies. His area of investment expertise is in the life sciences sector, including therapeutics, diagnostics and medical devices. He is a serial entrepreneur, having served in management positions for companies in the medical device, drug delivery and drug development sectors. He continues to serve as a scientific advisor for technology-based companies and a consultant for early-stage investment due diligence and business start-ups. He serves on a number of public and private boards of directors and is leading an effort for the American Heart Association to launch a Science Accelerator Fund that will reduce the time to market for groundbreaking discoveries that will impact the diagnosis and treatment of cardiovascular disease and stroke.

Updated: November 24, 2015