

The University of Manchester I³ Limited (UMI³)

Job title	Job holder
Commercialisation Executive	[Name]
Reporting Structure	Area of Responsibility
Line Manager: Team Leader, New Projects	UMIP Division
Date	Location
July 2017	Based at: Incubator Building, Grafton St

Description agreed by:

Dr Rick Watson

Role

To work closely with Faculties and Schools across campus to initiate and receive invention disclosures from academics, assess commercial potential, identify appropriate routes to market via "Pathfinder" type studies and progress commercially viable IP projects towards project management either within UMIP or via appropriate external management. Assess and validate University Intellectual property, including ownership rights and the scope for protection. The post-holder will also undertake other such duties within UMIP in connection with its activities as are required from time-to-time.

1. Responsibilities- Planning, Operations and Project Management

- Conduct technology audits within the Faculties and Schools of the University
- Participate in workshops, seminars and other events to build relationships with academics and to provide information about intellectual property and research commercialisation. Raise the profile and importance of IP commercialisation at the University of Manchester to engender a more commercially aware culture in the organisation
- Record invention disclosures using the MyIP system according to company guidelines
- Carry out initial due diligence on the technology and market(s)
- Assess the strength of the IP position and initiate IP protection processes as appropriate, and through working with the IP Services Team
- Make recommendations for rejection, acceptance or referral of invention disclosures and work with the Team Leader, New Projects and UMIP review panels to determine agreed onward routing of invention disclosure cases
- Advise academics on the commercial potential of their inventions and ideas
- Develop and operate a consistent 'check-list' approach to invention disclosure assessment to ensure efficient and timely management of new cases and consistent, justifiable, transparent and well documented decision making
- Channel near to market IP to the "Express" IP licensing manager.
- Define value proposition and design blueprints of a development plan for IP assets which will close the gap to market.
- Estimate potential commercial value of early stage projects
- Protect IP for the most promising IP cases (if appropriate) and secure funding for Pathfinder studies aimed at identifying and validating the putative development plan for the IP.
- Research, select and engage with companies which may be targets for technology sale or IP licensing, or potential IP development partners
- Prepare marketing materials and, working with UMIP colleagues ensure that information on new disclosures is consistently and widely disseminated using general and targeted marketing activity and that feedback from this marketing activity is collated and used to inform the disclosure selection process and onward development of IP cases

- Contact external partners and hold discussions with potential licensees or commercialisation partners
- Support IP Development and Portfolio Business Managers to engage partners, or conclude license deals or technology sales where appropriate.
- Set objectives for portfolio projects to reach the next decision Gate in the UMIP process within a defined timeframe
- Review progress of portfolio projects regularly against technical and commercial milestones to ensure that development is on track and progressing as rapidly as possible

2. Responsibilities- Reporting

- Report to the Team Leader, New Projects and work alongside UMIP colleagues to assist the team to improve overall portfolio performance as required by sharing relevant experiences, market knowledge or expertise and links to potentially useful contacts etc.
- Make presentations on new projects or progress reports to Team Leader, New Projects or other managers as required
- Write technical / commercial / financial reports on progress as required
- Record all information relevant to invention disclosure cases on the MyIP system such that reports can be readily generated from the system by colleagues and managers

3. Networking and Stakeholder Engagement

- Promote UMIP technology externally, so that UMIP may be ranked alongside the likes of Cambridge, Imperial and UCL with respect to technology transfer, and so that links are made to groups/companies/organisations that can directly help UMIP activities
- Network effectively within the University to promote UMIPs reputation amongst researchers, encourage disclosure of IP and provide training as required.
- Work with external networks of companies, industry experts, entrepreneurs, consultants and deal-makers to gain early feedback and evidence of market traction for IP cases
- Work with internal University partners, including the Business Engagement team, Knowledge Transfer staff and University graduates, interns and UMIP Fellows as required to explore and develop opportunities for IP projects

Profile

- ◆ Educated to degree level or equivalent in a physical sciences subject, chemical or material sciences, life science, biotechnology, medical science, electronics, PhD or equivalent or business qualification an advantage
- ◆ Well organised thinker and worker, possessing analytical skills and the ability to collate and summarise complex information
- ◆ Proactive style with good communications and influencing skills
- ◆ Able to build strong working relationships with academic and industry colleagues and partners
- ◆ An understanding of broader business issues and potential barriers to market entry for technology
- ◆ A good team worker
- ◆ Accurate, methodical and able to work under pressure
- ◆ Able to act on own initiative within the confines of the job
- ◆ Good computer literacy required