Role Description – Commercialisation Director/ Manager

# Department: Technology Transfer, Life Sciences

# Reports To: Head of Life Sciences

# Role Purpose:

To support researchers at the University of Cambridge develop their ideas, technologies and inventions into opportunities that are attractive to industry and investors. Commercialisation Directors and Managers lead on the development and commercialisation of a portfolio of projects, with support from Technology Associate staff, to identify and commercialise intellectual property of commercial value in line with Cambridge Enterprise (CE)’s core principles and mission. The Director/ Manager title is based on level of experience.

Principal activities include:

* Manage a variety of projects from initial contact with academic inventors to successful commercialisation of their ideas.
* Responsible for the full life cycle of the projects, from identifying new opportunities and evaluating those to be brought into the CE portfolio, to protecting, developing, marketing, managing risk and concluding commercial deals.
* Responsible for the decision making along this project lifespan, which will be based on the commercial opportunity, potential economic and societal impact, and the appropriate resources required.
* Build and maintain good working relationships with a variety of stakeholders including academics, funders, potential licensees and investors
* Raise and maintain the profile and awareness of CE’s activities, expertise and resources within the University of Cambridge and more widely.
* Work actively with inventors to find and obtain translational and proof of concept funding and access appropriate external expertise.
* Train, mentor and manage Technology Associates and Senior Technology Associates.

# Main Responsibilities:

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|  | Key duties and responsibilities |
|  | **Work on Cases** |
| 1 | Manage and be responsible for commercializing a substantial active portfolio of 20-30 cases and for post deal management of completed deals |
| 2 | Identify commercially valuable technology and Intellectual Property (IP) arising from University research, and obtain appropriate IP protection and investment of proof-of-concept funds to enable its successful commercial exploitation and realization of value. |
| 3 | Manage advanced IP protection including discussion and working with patent agents to achieve appropriate protection within agreed timescales. |
| 4 | Market technology by carrying out the following :   * Market evaluation: size, dynamics, segmentation * Preparing marketing materials * Identification of suitable marketing channels and potential commercial partners |
| 5 | Initiate contacts with suitable/potential commercial partners and actively engage them in the review, evaluation and successful commercialisation of technology opportunities. |
| 6 | Negotiate and conclude appropriate agreements to cover all aspects of technology commercialisation with all relevant internal and external parties including commercial licences and assignments, ensuring that the University and CE are not exposed to undue risk, taking advice from colleagues and the University’s Legal Services Office and external agencies including patent agents, consultants and lawyers as appropriate. |
| 7 | Work with academics to (i) determine the research / prototypes / commercial analysis needed to develop the value of the technology and make it more attractive to licensees and investors, (ii) help them to find and secure translational funding to achieve that goal |
| 8 | Manage relationship with commercial partners and, where requested by Head of Team, funders and relevant other external bodies. |
|  | **Line Management** |
| 9 | Mentor, motivate, support and, if required by the team structure, line manage Technology Associates and/or Senior Technology Associates (including performing appraisals), identify training and development needs and ensure development programs are implemented. |
|  | **Other Duties** |
| 10 | Other non-case duties related to improving the systems and efficiency of the office, as requested by the Director or Head of Team |
| 11 | Market and promote technology transfer, Cambridge Enterprise’s services and the value of University technology, within the University and externally. Educate staff and students on intellectual property and commercialisation. |
| 12 | Continue to develop skills and maintain awareness of scientific, technical, commercial and legal developments impacting on the function of technology transfer, and share best practice with others internally and externally |
| 13 | Contribute to and oversee the maintenance of accurate and complete records of project related activity for audit, reporting and legal purposes including (i) diligent updating of CE’s electronic record systems and (ii) drafting, completion of accurate, and comprehensible case reports |
| 14 | Any other duties as may reasonably be required |

Person Specification:

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| **Competency** | **Essential** | **Desirable** |
| Ambition/ Effectiveness | Prioritises own workload and assists the prioritization of subordinates workload to achieve targets/deadlines on completed work items and projects  Deals confidently and effectively with complex problems and issues without close supervision.  Uses initiative to resolve problems and queries |  |
| Customer Focus | Understanding of internal and external customers/stakeholders and how to meet their needs.  Identifying potential customers/stakeholders and building / maintaining relationships with them.  Sensitive handling and resolution of issues and problems to their satisfaction. |  |
| Team Working and Flexibility | Positively and enthusiastically engages with team activities and works within and across teams  Responds in a positive and professional way to new and changing requirements of the role.  Offers assistance to team without being asked. |  |
| **Role Specific** |  |  |
| Decision Making | Makes confident and well-reasoned decisions on whether to accept and maintain technologies in the CE portfolio, and on what resources to deploy to those cases  Negotiates licence and other agreements, making decisions on appropriate risk profiles and financial and legal terms which requires an ability to make decisions on the following areas:   * Method of prior art searching * Route for protection and commercialisation of technology * Expenditure on certain outside advisors, e.g. patent agents * Decisions on continuing or abandoning patent applications * Financial terms of agreements * Decisions affecting the legal liability of the University and its Inventors * Development of marketing strategy |  |
| Problem Solving | Decides appropriate ways to invest in technologies to put them into the best position for commercialisation  Develops and implements market strategy for cases where licensees need to be found.  Successfully works to resolve conflicts, for example between pre-existing rights of third parties in technologies, or between inventors on revenue sharing and inventorship.  Deals effectively with any customer complaints.  Solves problems in the negotiation of commercial relationships and agreements. |  |
| Knowledge, Skills and Experience | Degree level or higher qualification in a scientific or technical subject relevant to the roles remit.  Knowledge and experience of IP protection mechanisms.  Knowledge and experience of techniques for marketing technologies.  Knowledge and experience of legal agreements, and in particular licence agreements.  Commercial experience, possibly in a knowledge-based business.  Evidence of successful completion of commercial transactions.  Experience of contract negotiation and/or management.  Good interpersonal and communication skills with ability to relate well to, and negotiate with senior individuals.  Good organization and time management with ability to meet tight deadlines.  Excellent project management skills. | Preferably with experience in a research environment |
| **General** |  |  |
| IT, Communication and Other | Strong and demonstrable use of standard computer programs such as Microsoft Office.  Proven ability to understand, communicate and present complex information.  Flexibility, accuracy and attention to detail. |  |