Role Description – Commercialisation Associate

# Department: Technology Transfer

# Reports To: Commercialisation Manager/ Director

# Role Purpose:

Work with and support Case Mangers in a matrix structure to identify and commercialise intellectual property of commercial value originating from research carried out at the University of Cambridge in line with Cambridge Enterprise (CE)’s vision, mission, values and core principles.

Case Managers (who will be one of the following: Head / Deputy Head of Team, Commercialisation Director, Commercialisation Manager or Senior Commercialisation Associate) are designated by the Head / Deputy Head of Team.

# Key activities and responsibilities:

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|  | *Using a cradle to grave approach, encompassing all aspects of evaluation and commercialisation of specific technologies, and working throughout with Case Managers to carry out the following: (Typically 80% of time)* |
|  | Stakeholder DiligenceReading and understanding legal agreements to enable IP due diligence (including but not limited to IP ownership, third party rights and funders obligations) and identify stakeholders such as UCAM, partners, inventors, joint owners and define stakeholder obligations. |
|  | Evaluation of new OpportunitiesPerform prior art searches and evaluate potential applications and markets for new IP. Analyse, interpret and assess data to produce succinct summaries with academic inventors and Case Managers. |
|  | Patent ManagementLiaise with the Business Support Team, inventors and patent agents to handle aspects of patent management, including:* Coordinating inventor responses to search reports,
* working with patent agents to achieve appropriate protection, and
* prosecution of applications within agreed timescales.
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|  | Communications and RecordsLiaise with the Business Support Team, inventors, patent agents and other stakeholders as required to* Handle day to day communications on cases, including emails, scheduling meetings (together with PA’s if required), follow up actions etc. Gather and disseminate information to and from inventors, external advisors, collaborators and licensees to ensure effective communication on case activity
* Contribute to the maintenance of accurate and complete records of office activity for audit, reporting and legal purposes to ensure best practice particularly (i) diligent updating of CE’s electronic record systems and (ii) drafting complete, accurate and comprehensible case reports for stakeholders (e.g. funders) as required.
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|  | Translational FundingWork with academics to secure suitable developmental resources to add value to the technology (including providing advice on IP issues in grant and other funding applications). Maintain awareness of translational and other grant funding opportunities to assist in securing suitable developmental resources to add value to inventions.  |
|  | Developing and Supporting Commercial RelationshipsWork with academics and Commercialisation Managers/ Directors to find and engage companies for commercialisation of the technology, including:* Further market evaluation: size, dynamics, segmentation
* Responsibility for the production of marketing materials
* Identification of suitable marketing channels and potential commercial partners
* Initiation of contacts with potential commercial partners
* Post deal activities as requested by case managers.
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|  | Legal AgreementsWith support, negotiate and conclude straightforward agreements (including confidentiality, material transfer, software licences, research evaluation and internal assignments / internal licenses) ensuring that the University and CE are not exposed to undue risk, taking advice from Commercialisation Managers/ Directors, Senior Commercialisation Associates and the University’s Legal Service Office as appropriate. Support Case Managers in the negotiation of commercial licenses.  |
|  | Case ContinuityCover the management of cases (with the help of other team members) when Case Managers are absent. |
|  | *Other activities: (Typically 20% of time)* |
|  | Outreach Related Activities: * Contribute to the marketing and promotion of technology transfer, CE’s services and the value of University technology, both within the University and externally.
* Educate staff and students on intellectual property and commercialisation.
* Attend Marketing activities organised and/or supported by Cambridge Enterprise to promote our services and capabilities.
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|  | Continued Personal Development: * Develop skills and maintain awareness of scientific, technical, commercial and legal developments impacting on the function of technology transfer by reading reviews, attending internal and external group meetings/seminars/conferences/ training courses and sharing best practice with others internally and externally.
* Working with other CE teams where appropriate, to increase knowledge and understanding of different commercialisation channels.
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|  | Any other activities as may reasonably be required. |

Person Specification (once embedded in the job):

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|  | **Essential** | **Desirable** |
| **Company Competencies**  |  |  |
| 1. Ambition/ Effectiveness
 | Prioritises own workload and achieves targets/deadlines on completed work items and projectsShows confidence and takes ownership of outcomesUses initiative to resolve problems and queries in the role.Contributes to ideas for effective case progression | Proactively comes up with ideas for effective case progression. |
| 1. Customer Focus
 | Displays understanding of internal and external customers/stakeholders and how to add valueBuilds and maintains effective relationships with customers and responds effectively to requests for information from internal and external customers | Communicates with each stakeholder as an individual. |
| 1. Team Working/ Flexibility
 | Positively and enthusiastically engages with team activities and works within and across teamsResponds in a positive and professional way to new and changing requirements |  |
| **Role Specific** |  |  |
| 1. Knowledge, Skills and Experience
 | Degree level qualification in a scientific or technical subject relevant to the role’s remitCan demonstrate interest in technology transfer, marketing of technologies, contract negotiation and/or intellectual propertyExcellent organisation and time management with ability to multi task and meet tight deadlinesGood interpersonal and communication skills with ability to relate well to, and engage with individuals of varying seniorityAbility to think analyticallyCan demonstrate interest in and some understanding of commercial issues | Experience in a commercial environment, preferably in a technical sales or marketing roleKnowledge of the patenting process, licensing or other aspects of technology transferExperience of contract negotiation and/or managementExperience of research, probably evidenced by a PhD |
| 1. Problem Solving
 | Feeds views and thoughts on problems and issues that require solving to the Case Manager who holds final decision-making responsibility. Example problems might include:* route to use for protection and exploitation of technology;
* managing potential conflicts of interest
* resolving issues between inventors and sponsors
* negotiating agreements to mutual benefit of the contracting parties
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| 1. Decision Making
 | Ability to choose suitable methods and databases to use for prior art searching and market analysis.Experience and ability to implement technology marketing strategies.Identifies the need for confidentiality in discussions with third parties and implements appropriately. | Some knowledge of drafting of non-standard agreements.  |
| 1. Communication
 | Proven ability to understand, communicate and present information. Timely and effective communication with stakeholders about next steps and actions. Communicates workload priorities to relevant Case Managers clearly and effectively.  |  |
| 1. Organisational skills
 | Flexibility, accuracy and attention to detail. Effective time management and prioritization of workload tasks, communicating efficiently with all relevant team members. | Demonstrable ability to manage multiple projects at one time.  |
| 1. IT
 | Strong and demonstrable use of Microsoft Office e.g. 365 | Use of CRM system |