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National Collegiate Inventors
& Innovators Alliance

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WPI Invention To Venture 2005: Speaker Profiles

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N. Scott Pierce

Scott Pierce has been practicing intellectual property law, in particular patent law, since 1987, and has been a partner at Hamilton, Brook, Smith & Reynolds since 1995. His patent law practice is concentrated in the areas of biotechnology, chemistry, chemical engineering and pharmaceuticals. In addition to preparing and prosecuting U.S. and foreign patent applications, he files and prosecutes trademark applications, conducts due diligence analyses and prepares legal opinions directed to patent infringement, inventorship and validity issues. He reviews license agreements, supports litigation, and sits on patent committees of biotechnology-based clients.

Mr. Pierce has presented lectures on patent law to clients, including universities, such as Massachusetts Institute of Technology and the University of Massachusetts at Lowell. He has trained many associates, patent agents and technology specialists and regularly gives lectures in-house on numerous aspects of intellectual property law.

Mr. Pierce was a Senior Editor of the Buffalo Law Review, and is currently an Adjunct Professor at Suffolk University Law School.

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Mac Banks

McRae C. Banks is Professor of Entrepreneurship and Strategy in the Department of Management, WPI's equivalent of the traditional business school. His B.A. and Ph.D. degrees are from Virginia Tech and his M.A. is from Northwestern University. Prior to his appointment at WPI in 1995, he held academic appointments at Mississippi State University and Radford University. Professor Banks holds two administrative positions at WPI. As Head of the Department of Management he is the equivalent of the dean of the business school at other universities. He is also the founding (and current) director of the Collaborative for Entrepreneurship & Innovation, WPI's university-wide center for entrepreneurship activity. Professor Banks has experience as an entrepreneur and manager in entrepreneurial enterprises in both the business and academic sectors.

He founded a business in the service sector, and has held managerial and executive positions in small manufacturing and retail organizations. In the academic sector he founded and managed three university centers and served as Acting Director of the Agribusiness Institute (ABI) at Mississippi State University. Over the years professor Banks has published many papers and won a number of grants and contracts from corporations and foundations for both research and outreach, including the Kauffman Foundation, the Coleman Foundation and the John and Jeanne Hughes Foundation. He has been active in several professional organizations, including the Entrepreneurship Division of ASEE, the Entrepreneurship Division of the Academy of Management, the Corporate Entrepreneurship and Technological Entrepreneurship Divisions of USASBE, and the Society for Advancement of Management, of which he is a past International President.

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Karen Utgoff

Karen Utgoff is a market-oriented business strategist. She earned her MBA from The Wharton School at The University of Pennsylvania. As a management consultant, she is adept at collaborating with owners, executives and managers of organizations to develop and implement thorough strategic marketing solutions and business plans.

Areas of expertise:

- Strategic marketing, market-oriented business strategy and business planning.
- Tactical marketing management for new initiatives, startup, spinout and re-launch situations.
- Analysis of markets, competitors, industrial structure, and value chains.
- Development and facilitation of decision-driven planning processes.

Karen's experience spans diverse domains including bioinformatics/in silico biology, software, distance learning, older consumers, elevators, and technology commercialization.

She has led, advised, and worked on a number of economic development and entrepreneurship initiatives including: The Regional Technology Corporation/Technology Enterprise Council; The Springfield Business Incubator at the Andrew M. Scibelli Enterprise Center; and MassBedrock. Karen is a member of Women Entrepreneurs in Science & Technology (WEST), the Regional Technology Corporation, and the American Marketing Association.

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Dave Urbanus

David Urbanus is President/COO of VentureTek, Inc. a consulting firm that specializes in assisting pre-IPO and nventure start-up companies in the electronics, software, medical device and pharmaceutical markets by providing hands-on assistance with marketing, business development, management, sales planning, process management, and product launch through start-up and operation. VentureTek receives equity positions in these companies in exchange for its services.

Over the past 6 years the company has worked with over a dozen new start-ups helping them develop and position their product for either IPO offerings or attaining partnerships with large corporations. VentureTek's unique approach to venture funding provides the hands on assistance that new ventures so often need during their early stages.

David Urbanus has over 30 years experience in the fields of consulting, and domestic and international business ventures. He has held senior management positions with top Fortune 500 companies and successful venture companies. He has been an invited guest speaker for major industry conventions both in the U.S. and Europe. He received the Leadership Design Award from the MITI (Ministry Institute of Trade & Industry) of Japan, attained Germany's Hanover Fair (CEBIT) award for "Best Ergonomic Product", has one of his product designs in the Chicago Institute of Art Museum, and holds 9 U.S. Design patents. He has Engineering and Marketing degrees as well as an MBA.

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Carrie J. McIndoe

Carrie J. McIndoe is President of Strategic Capital Resources, Inc. a strategic planning and consulting firm which assists early stage companies in obtaining equity financing. As an expert in venture financing she has an expertise in business plan analysis, due diligence and in the private placement of syndicated investment products. She has ten years of experience at NYSE/NASD firms including Kidder, Peabody & Co., Inc., First Winthrop Corporation, Beacon Hill Capital and Harborside Capital. In 1990, Ms. McIndoe focused her efforts on raising capital from private investors for emerging growth companies, which led to her successful assistance in the early funding of companies including Blockbuster Video franchises, Boston Chicken (Boston Market), Marathon Technologies and Boston Duck Tours.

Ms. McIndoe is a licensed securities broker and a graduate of Boston University with a BS in Business Administration and received a Certificate of Special Studies in Administration and Management from Harvard University Extension School. She was awarded the 1996 Boston University Metropolitan College Alumni Award for Distinguished Service to the Profession. Ms. McIndoe is the President of the BU Metropolitan College Alumni Association and on the Board of the BUA. Additionally, she serves on the Business Advisory Board of Skidmore College. On May 10, 2001 she was awarded the Henry Morgan Award from the Entrepreneurial Management Institute for outstanding performance and founding Business Plan BootCamp.

Strategic Capital is a strategic planning and consulting company working with private equity investments and assisting in the funding of entrepreneurial emerging growth and early stage companies. Strategic Capital provides access to capital by assisting in the financing of companies on an individual basis through individual investors, a broker-dealer network or strategic alliances. Working with high net worth investors, the company utilizes its database of angel investors to provide equity as well as advisory services.

Additionally, Strategic Capital provides Business Plan development, assisting entrepreneurs with their written documentation, oral presentations, and strategic planning.

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Natalie S. Rudolph, Ph.D.

Natalie S. Rudolph, Ph.D. provides strategic support for biomedical and biotechnology research and development. She offers consulting services in competitive analysis, R&D strategic planning and technical writing. Her recent accomplishments include:

- \$6M in successful research funding proposals for the Small Business Innovation Research (SBIR) and Advanced Technology (ATP) programs
- Pharmacogenomics industry report

- Six volumes of research conference compendia on subjects such as pharmacogenomics, generic drugs, drug delivery and R&D alliances
- Competitive technology, patent and market analyses for pre-launch companies
- Multi-site project management for government R&D contract
- Development plans for R&D programs and acquisitions with milestones, flowcharts, timelines, resource requirements and budgets
- Technical monographs and publications

Dr. Rudolph is a geneticist with more than 15 years of experience in the biotechnology and biomedical industries, much of it in science administration. After receiving a bachelor of science degree from Rutgers University, she completed her doctorate in genetics at the University of Wisconsin at Madison and held post-doctoral research positions at the University of Rochester (NY) and Harvard Medical School. Her most recent corporate position was director of scientific development at TSI Corp. (formerly Transgenic Sciences, Inc.) in Worcester, MA.

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Murray Berkowitz

Murray joined Kodiak from Computer Associates International, Inc. (CA). While at CA, he served as senior vice president of advanced technology, responsible for the strategy and vision of CA's Linux Solutions. Earlier, Murray architected CA's storage strategy for enterprise storage management, and formulated the strategy and vision for many key solution areas, including enterprise management, application management, data transport, change management and eBusiness.

During his more than 25 years in the technology industry, he has been responsible for evaluating new and emerging technologies, acquisition due diligence and successful product integration strategies. He joined CA in 1995 in conjunction with the company's acquisition of Legent Corporation, where he served as Vice President for strategic architecture. Murray also worked with the Linux and Open Source communities, serving on the executive board of the Open Source Development Lab (OSDL) as CFO for three years. His experience with open source technology, communities and licensing created new business opportunities and partnerships.

He received his M.S. and B.S from University of Massachusetts at Amherst.

Abi Barrow, Ph.D.

Dr. Abi Barrow served as managing director of William J. von Liebig Center at the University of California San Diego (UCSD) prior to joining the MTTC. The von Liebig Center was created in 2001 to support the commercialization of research being performed in the UCSD Jacobs School of Engineering. She has also served as a member of the board of directors of the Center for the Commercialization of Advanced Technologies Consortium (CCAT), which is comprised of UCSD, San Diego State University, Lockheed Martin Orincon, and SPAWAR Systems Center (US Navy). CCAT assists in the identification and commercialization of technologies in the area of crisis and consequence management and has received over \$25 million in federal funding from the Office of Naval Research. Dr Barrow worked in variety of roles at UCSD CONNECT from 1990 to 2001. At CONNECT she developed and expanded many of its programs to support early stage company formation and technology commercialization. The CONNECT program is now internationally recognized and has been successfully replicated in other regions in North America and in Europe. In the United Kingdom there are active CONNECT programs in Scotland, Yorkshire and the Midlands. Dr. Barrow received her Ph.D. from the Science Studies Unit and a B.Sc. in Mechanical Engineering from the University of Edinburgh.

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Phil Weilerstein

Phil Weilerstein is executive director of the National Collegiate Inventors and Innovators Alliance, which he founded in 1996. Under his leadership, the organization has developed an array of innovation and entrepreneurship resources, competitions, conferences and programs targeting the higher education community. Weilerstein also established the popular e-Teams, Advanced e-Teams, and Course and Program grants, giving away \$1 million annually. Weilerstein attended the University of Massachusetts Amherst where, as a graduate student, he co-founded EcoScience Corporation, now a publicly held biotechnology company. In addition to his role with the NCIIA, Weilerstein consults for a variety of start-up firms in the areas of strategic planning and quality management.

Dianne Durkin

Dianne Durkin is the president and founder of Loyalty Factor, a consulting and training company that enhances employee, customer and brand loyalty for some of the nation's most prominent corporations in America and many smaller businesses. She is also author of "The Loyalty Advantage: Essential Steps to Energize Your Company, Your Customers, Your Brand."

Durkin's new book, THE LOYALTY ADVANTAGE outlines the five essential steps to building the Loyalty Advantage process, shows CEOs and mid-level managers how they can make or break a loyalty initiative, and provides a guide for managing in times of large-scale change or crisis.

THE LOYALTY ADVANTAGE features case studies from some of America's most-admired and best-managed companies—including Amgen, Best Buy, Green Mountain Coffee, KitchenAid, Kronos, Southwest Airlines, Tiffany, Timberland, and Whole Foods. Packed with proven methods for translating allegiance into bottom line results, this timely and practical book shows the power of loyalty in action!

Dianne is described as a visionary thinker – with a rare combination of creativity and strong business

sense – who takes abstract ideas and turns them into reality.

Dianne has been interviewed by National Public Radio and Bloomberg Television & Radio. She has been featured in the New York Times, Wall Street Journal, Fortune, USA Today, Investor's Business Daily, the Boston Globe, among numerous other publications, and was the subject of a cover story in Learning and Training Magazine.

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