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**SCHEDULE**

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AI2V 2: Urbana, IL 9/9-12  
Southfield, MI - 9/28  
Kansas City, MO - 9/29  
St. Paul, MN - 10/6  
Fargo-Moorehead, MN - 10/12  
Oshkosh, WI - 11/2

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## ARCHIVES - 2005

### UNIVERSITY OF MASSACHUSETTS Amherst: Speaker Profiles

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#### Michael Malone UMASS Dean of Engineering

Michael F. Malone is the University of Massachusetts Amherst: Dean of Engineering and the Ronnie and Eugene Isenberg Distinguished Professor of Engineering. His consulting/short courses include Rohm & Haas, Inc.; Monsanto Co.; Union Carbide Corp., Celanese Co.; E. I. DuPont Company; General Electric Co.; Mitsubishi Kasei Corp. (Japan); BASF AG; Tennessee Eastman Company; Eastman Chemical Company; Mitsubishi Chemical Corporation (Japan); Shell International Chemicals BV (Amsterdam). Dr. Malone holds two U.S. patents. His areas of research and teaching interests are Conceptual Design, Process Economics & Optimization, Nonideal & Reactive Distillation, Integration of Engineering & Business, Innovation. Dr. Malone received his B.S., Chemical Engineering, from Pennsylvania State University in 1974 and a Ph.D. in Chemical Engineering at the University of Massachusetts Amherst in 1979.

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#### Mahmud Awan, President, RTC

Bio added soon.

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#### Abigail Barrow, Founding Director MTTC

Dr. Abigail Barrow is the founding Director of the Massachusetts Technology Transfer Center (MTTC). At the MTTC she is responsible for the establishment of the Center, its overall management and the development of its program offerings. The MTTC's mission is to facilitate and accelerate technology transfer between research institutions and companies within the Commonwealth.

Prior to joining the MTTC, Dr. Barrow served as managing director of William J. von Liebig Center at the University of California San Diego (UCSD). 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

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**Ed Gates, Chairman, Wolf Greenfield**

Ed Gates currently serves as Chairman of Wolf Greenfield, recently stepping down as President and Managing Partner after leading the firm for five years. He also serves as Chair of the firm's Pharmaceutical Group, Co-Chair of the IP Transactions Group, and a member of the Biotechnology and Interference Groups.

Ed's practice is devoted to IP counseling, licensing, patent portfolio development, and interferences. While most attorneys do not handle a single interference in their entire career, Ed has successfully represented companies and institutions in these complex and arcane proceedings. He began his career in litigation and uses this additional expertise for value-added client counseling and management.

His clients benefit from his 20+ years of intellectual property experience. He assists industry leaders, start-ups, and research institutions in the health care industry. He also has extensive experience in the consumer products arena.

Ed uses IP to create value at the intersection of technology and business. He anticipates clients' needs and develops IP strategies that support business objectives. Among his accomplishments, he has built portfolios totaling over \$1 billion in funding. He has extensive experience serving as primary negotiator and/or lead counsel in dozens of licensing transactions, including directing a marathon 30-hour bankruptcy auction resulting in a revival of the debtor. Known nationally for his expertise in university policy with respect to IP, Ed is effective on either side of the table in structuring technology deals arising out of academic and hospital research institutions. He has also served on a university search committee charged with hiring a new Director of Technology Transfer.

In addition to acting as IP counsel, Ed has co-founded three biotechnology companies, one with a product presently in phase III clinical trials, and the other two expected to begin human clinical trials in 2005 and 2006 respectively.

Ed is admitted to the Massachusetts Bar and to practice before various federal courts and the U.S. Patent and Trademark Office. He is a member of the Licensing Executives Society, the Association of University Technology Managers, the American, Massachusetts and Boston Bar Associations, and the American Intellectual Property Law and Boston Patent Law Associations. Ed has been named in Boston Magazine as one of Massachusetts' "Super Lawyers" in the field of intellectual property.

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**Michael Giles, Founder, Furl**

Michael Giles is the founder of Furl which he sold to LookSmart (LOOK) in 2004. Furl created and continues to be a leader in the market for web-based software that enables users to save, share and recall anything they find online. Prior to founding Furl, Michael held various management and technical leadership positions at Vitria Technology (VITR) from start-up stage to a multibillion-dollar public company. He also founded a company focused on enterprise marketing automation and worked in the Web Business Development group at Illustra/Informix. Michael received a BA in Physics from Oberlin College where he managed the Visual Cognition Lab, researching object and face recognition.

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**Ed Heon, VP Industry Programs, Comergent**

Ed had been associated with Profile Systems since its inception in August 1993, and has served as Founder and Chief Technology Officer. Profile has been a leading provider of Supplier Assisted Inventory Management (aka VMI) systems to the durable goods industry. Comergent acquired profile in January 2004, where Ed is VP Industry Programs.

He introduced the concept of "Data Synchronization" in 1997 through Profile Systems, which now provides Industry Data Warehousing (IDW) programs to several industries, through Comergent Technologies. Ed has worked with industry groups in the adoption of E-Business standards and practices, including the Electrical Industry Data Warehouse, Auto Aftermarket Industry Association (AAIA), Electronic Commerce Council of Canada (ECCnet), Department of Defense and Healthcare. He is a principle developer of the Product Information Exchange Standards (PIES), now used in the Auto Aftermarket as the key to data synchronization.

Ed served as President/Owner of T&E Distribution Systems for 20 years. Prior to that time, he worked in systems and data processing management for the SCM Corporation, Osram Sylvania and Uniroyal. He served as the Chair of the Industry Business Communications Alliance EC Task Force, which represented manufacturers and distributors in twelve durable goods industries, and currently serves as the Chair of the AAIA PIES group. He completed his undergraduate studies at UMass Amherst and earned his MBA at Northeastern University in Boston.

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**Mark A. Lester, Forge Partners, LLC Founder and Managing Director**

Mark A. Lester is Founder and Managing Director of Forge Partners, LLC, a strategic consulting and intellectual property commercialization company targeting opportunities within established and emerging nanotechnology and life sciences markets. He is currently serving as independent advisor and strategic consultant to several universities, and companies ranging from new venture startups, to established public entities.

Mr. Lester is a successful entrepreneur with over 21 years of leadership, management, business development and operations experience, including 12 years experience in services and technology development and delivery for the life science industries. His life sciences knowledge and experience spans the product development lifecycle, with particular emphasis on product/technology commercialization and corresponding regulatory requirements.

Mr. Lester received a B.S.E. in Naval architecture and Marine Engineering from the University of Michigan, a Masters in Management from the Massachusetts Institute of Technology Sloan School of Management, and was certified Chief Engineer of Navy Nuclear Propulsion Plants while serving as a U.S. Navy Nuclear Submarine Officer.

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#### **Marla Michel, Industry Liaison and Economic Development, Director**

Marla is responsible for developing value-added relationships between industry and the UMass Amherst community, creating links to the economic development community of the Commonwealth of Massachusetts, supporting key strategic research initiatives, and managing communications and marketing programs for the Research Area.

Marla has been with the University since early 1999. Prior to joining the University, she was a senior product manager in the AT&T Bell Laboratories Software Technology Center (now Lucent Technologies). While at Bell Labs, she was involved in the technical marketing and development of various information products, software development tools and consulting services, strategic IT planning, software engineering, and the AT&T Smart Phone.

Marla received her BS from the State University of New York at Albany, and her MS from Monmouth College. She is a founding member of the board for the Technology Enterprise Council (a Regional Technology Alliance-affiliated network) and a member of the board for the Friends of Meekins Library in Williamsburg, MA.

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#### **Barbara A. Osborne, Professor of Immunology, UMASS**

Induction of Apoptosis in Lymphocytes; Immunoglobulin Gene Diversification. More information about Barbara Osborne.

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#### **Mark Parent, Comergent VP of Operations and Data Services, SAIC executive Liaison**

As Vice President for Data Services at Comergent, Mr. Parent is responsible for all SAIC and commercial data services programs. Mr. Parent has driven the development of data automation tools that permit accurate and efficient processing of data files from multiple sources.

Mr. Parent oversaw the specification and development of an automated system, which provides Data Audit, and certification for the Electrical industry. Automated reports are generated displaying detail results of the certification. This Web based solution is currently processing the certification of product line level data for over 55 manufacturers.

While serving as Chief Executive Officer for Profile Systems (Now an operating division of Comergent) for five years, Mr. Parent was the vision and driving influence for the Company. During his tenure Profile developed ProductDepot, which became the foundation for the industry data synchronization effort for the Consumer Package goods industry in Canada. Working closely with the Electronic Commerce Council of Canada a compliance model of participation was instituted with over 1800 manufacturers used ProductDepot to load and keep current all information on Grocery products in the Canadian market.

Working closely with ECCC multiple User Interfaces were developed which permitted users with varied requirements to load data into the repository. In his capacity as Chief Financial Officer he was responsible for all procurement activities for the corporation. Mr. Parent served as Division President Northeast for CDI Corporation, a \$1.2 billion public company providing outsourcing services to Fortune 100 companies such as IBM, GE, and United Aircraft. In this capacity he had responsibility for 15 offices in 7 states and Canada and had over 2,000 employees. In one outsourcing contract Mr. Parent oversaw the operation of all Level 1 24 by 7 Help desk operations for a major customer.

Mr. Parent has dealt with the problems that face Independent Delivery Networks first hand as a member of the Board of Directors of the Valley Health Systems located in Western Massachusetts. Mr. Parent served on the finance committee, and as Board Chairman and assisted the Health Systems in maintaining it's ranking as one of the more profitable Systems in the state.

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#### **Tripp Peake Worcester Capital Partners and Long River Ventures Managing Partner**

Tripp Peake is managing partner of Worcester Capital Partners and Long River Ventures, L.P., venture funds with collectively almost \$30 million under management, investing in early stage technology companies in diverse industries. Prior to forming Long River Ventures, Mr. Peake was a partner with Kestrel Venture Management, a venture capital firm with \$45 million under management in two funds, one in Boston and one based in western Massachusetts. From 1995 through 1998, Mr. Peake was CEO of the Mass Ventures Corporation. Mass Ventures Corporation is a "virtual incubator" company that

provides venture development support services to promising, high-growth companies. Mr. Peake holds an undergraduate degree from Dartmouth College and an M.B.A. from Yale University.

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#### **Linda M. L. Peters, Faculty, Isenberg School of Management UMASS**

Dr. Linda M. L. Peters is a full-time faculty member and lecturer in the Isenberg School of Management at the University of Massachusetts and conducts research related to entrepreneurship and the concept of virtuality (virtual organizations, virtual teams, and virtual employees). She is also the Program Director for The Harold Grinspoon Charitable Foundation's Entrepreneurship Initiatives, which unites colleges/universities in the Pioneer Valley for the purpose of promoting entrepreneurship as a respected profession. Prior to her academic career, she spent fifteen years as a Junior Partner and National Director of Property Management at Aspen Square Management, a national real estate investment firm based out of West Springfield, Massachusetts.

Linda serves on the Innovator's Roundtable for Bay Path College, is an active participant in the Wilbraham Junior Women's Club, and serves on the Child Readiness Program Committee for the Wilbraham School District, a program funded by a state grant.

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#### **Peter Rothstein, President, Allegro Strategy**

Peter is President of Allegro Strategy, a consultant and advisor to early-stage, high-tech ventures. Peter's work builds on a career that includes extensive entrepreneurial, strategy, business development, acquisitions, and general management experience. This experience cuts across energy technology, software, eLearning, knowledge management and digital media markets.

Peter works primarily as an advisor and part-time executive with seed-stage ventures that have core intellectual property and are focused on market-entry strategies, business execution, and raising capital. Among recent startups Peter has worked most closely with are MetaCarta, a geographic text search software company, and Mechanology, an energy technology company with breakthrough compressor products. Peter is a frequent speaker, business plan judge and start-up mentor in the greater Boston start-up community.

Previously Peter founded several companies including Portable Computer Solutions, a sales force automation company, and was a co-founder in The Human Interface Group, Inc., acquired by Lotus in 1994. Peter spent several years at Lotus and IBM where he took on a number of key roles. Peter led the Lotus Institute R&D team developing and incubating new knowledge management businesses. He founded and was General Manager of the Lotus eLearning business, building an early leader in the eLearning market in the late 90's. After leading and completing several acquisitions, this eLearning software group completed a successful "internal exit" by merging into a larger IBM eLearning business unit, for which Peter was V.P. of Strategy & Ventures.

Peter left IBM in 2000 and is now active on all sides of the high-tech start-up space. Peter was a Partner at Kodiak Venture Partners, focusing on seed and early stage Internet ventures in the infrastructure, software, digital media and enterprise arenas, before founding Allegro Strategy to work directly with early-stage ventures and to collaborate with a range of partners across the venture capital and technology commercialization communities. Peter has a Masters from the MIT Sloan School of Management, and a BA in Environmental Design from Clark University.

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#### **Paul Silva, Co-Founder, All inPlay**

Paul is a co-founder of All inPlay, a company that creates software that allows the blind and fully sighted a way to play and interact together as equals. At All inPlay Paul has served as Lead Designer of the company's games, led the development team creating the games, founded and maintained the All inPlay online community, and assisted in fundraising and business development activities.

Paul is also an associate with the River Valley Investors ([www.rivervalleyinvestors.com](http://www.rivervalleyinvestors.com)), a Western Massachusetts based angel investor network. There his primary roles are the screening of investment opportunities, facilitation of due diligence research, and aiding in the development of the group's strategic plan.

Outside of his work Paul serves as the Director of the UMass Amherst Entrepreneurship Initiative and sits on the board of the Lemelson Assistive Technology Development Center .

While attending university Paul co-founded and helped lead the UMass Amherst Entrepreneurship Initiative, co-founded and lead the local Chapter of the Society of Physics Students, and was awarded the University of Massachusetts Amherst's Excellence in Service and Alumni Leadership awards. Paul holds a BS in computational physics from the University (2000).

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#### **Joseph Steig Invention to Venture Director**

Joseph Steig leads the Invention to Venture program for the NCIIA. He has a has a background in finance and strategic planning and has worked as a CFO with early stage companies in a diverse range of industries, including agriculture, environmental technologies, outdoor recreation products and software. Over the last fifteen years, in both a consulting and employee capacity, he has gained extensive operational experience helping move companies up the development curve, secure equity

financing, and perform successfully against established milestones and objectives. For much of his career he has been closely involved in raising equity capital for companies and projects, particularly at the early stage with individual investors and venture capitalists, as well as at the mezzanine stage with larger investment banks and through corporate acquisitions. Additionally, Mr. Steig has extensive experience managing community economic development initiatives and in this work has gained a wide range of public process experience, working with universities, non-profits, government and business on developing shared development objectives.

Through his consulting company, Innovation Path, he runs a New England-based angel investor group, River Valley Investors which has a primary focus on manufacturing and distribution companies.

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#### **Karen Utgoff, Utgoff Consulting Principal**

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 & Technolonology (WEST), the Regional Technology Corporation, and the American Marketing Association.

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