
Auburn University Job Description

Job Title: **Assoc Dir, Commercialization**
Job Code: **HC14**
FLSA status: Exempt

Job Family: No Family
Grade 36: \$58,500 - \$97,600

Job Summary

Directs the marketing, commercialization, and transfer of technologies and inventions originating in Auburn University laboratories.

Essential Functions

1. Develops commercialization strategies including intellectual property (IP) protection elements by considering the technology, the market, and the strengths of the research team.
2. Identifies and assesses new technology commercialization opportunities arising from Auburn to include assessing commercial potential, commitment of inventors to the commercialization process, suitability for patent or other IP protection, competitive advantages, and scientific merit.
3. Develops Marketing strategies and markets commercial opportunities to potential licensees and investors including contract negotiation.
4. Oversees programs to proactively foster interaction and collaboration among industries, institutions, and Auburn University for the commercialization and/or development of technologies.
5. Identifies new technology trends and needs within in industry, governmental agencies, and other third parties.
6. Participates in major commercialization efforts with the aim of creating start-up companies to commercialize Auburn University technologies.

Supervisory Responsibility

Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.

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Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	Degree in Marketing, Business Administration, Marketing, or related field
Experience (yrs.)	6	Experience in developing and/or implementing commercialization strategies

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.

Minimum Required Knowledge

Knowledge of research techniques, marketing strategies, product development, and intellectual property (IP) protection procedures.

Certification or Licensure Requirements

None Required.

Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

Externally imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Job frequently requires sitting, talking, hearing.

Job occasionally requires standing, walking, reaching, handling objects with hands, and lifting up to 10 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date: 12/16/2011
