
Auburn University Job Description

Job Title: **Dir, Commercialization**

Job Family: No Family

Job Code: **HC77**

Grade 39: \$90,800 - \$151,300

FLSA status: Exempt

Job Summary

Promotes adoption of Auburn University technologies by performing technology assessments, market evaluations, and patentability analyses often for complex and multi-faceted commercial opportunities.

Essential Functions

1. Oversees management of Auburn's patent and license portfolio, including periodic reviews of active inventions, monitoring responses to and decisions on open patent actions and maintenance fees, and interacting with current licensees to ensure compliance with their commercial obligations.
2. Develops commercialization strategies including intellectual property (IP) protection elements by considering the technology, the market, and the strengths of the research team. Conducts research and analysis to identify market applications for disclosed technologies.
3. 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. Conducts patent searches and freedom to operate for new technologies.
4. Develops marketing strategies, prepares descriptions of technologies, and markets commercial opportunities to potential licensees and investors. Negotiates the deal terms for commercialization licenses or research collaborations.
5. Oversees programs to proactively foster interaction and collaboration among industries, institutions, and Auburn University for the commercialization and/or development of technologies. Organizes and facilitates meetings with specific industry partners to match their needs with AU expertise.
6. Identifies new technology trends and needs within industry, governmental agencies, and other third parties.
7. Participates in major commercialization efforts and special projects to advance technologies to the market, including internal grant programs, customer discovery, collaborating with the College of Business, and engaging with outside vendors. Coordinates with licensing and business development personnel with the aim of 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	Master's Degree	Business, Law, Engineering, Physical or Life Sciences.
Experience (yrs.)	8	Experience in developing and/or implementing commercialization strategies; experience in market research, technical analysis, technical writing; experience in IP (especially patents) evaluation and comparison to identify Freedom to Operate issues and develop alternate paths to commercialization. Experience should reflect progressively increasing levels of responsibility and accountability. Must have 1 year experience leading, mentoring or supervising others.

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

Minimum Required Knowledge

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

Certification or Licensure Requirements

None required; C.L.P. and/or R.T.T.P. preferred.

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: 12/12/2017
