

Role of the ILO

If you had to write a job description, what would you include?

How might that description evolve over the life of the Center?

Possible grouping of tasks

- Sales and Marketing**
- Communications and IAB Relationships**
- Career Development and Entrepreneurial Activity**
- Business Management**

(Please mark up your handouts as we go through this)

Role of the ILO

Sales and Marketing

- Help form the vision and strategic plan for the industrial interaction and innovation goals of the Center
- Develop the Center's strategic plan for recruitment
- Manage the development of the Center's marketing plan
- Develop and maintain an “account management database” that contains information about each company's business, structure, key contacts, engagement history, engagement plan/strategy, and alignment with Center research and technology.
- Identify and recruit new IAB members and provide introductions to the senior leadership team
- Determine and market the Center's “value proposition” for membership in the IAB. Periodically survey the IAB to determine perceived and desired “value received”.

Role of the ILO

Communications and IAB Relationships

- Plan, arrange and manage IAB meetings, seminars, research reviews, workshops and other gatherings involving the IAB and Center PIs, research scientists, students and staff.
- Arrange for and participate in informal meetings and communications such as PI visits to member companies, member company visits to Center labs, phone conversations and one-on-one meetings. Manage the follow-up commitments from these meetings.
- Manage and/or facilitate IAB communication mechanisms such as newsletters, video seminars, surveys, marketing materials, research summaries ...
- Facilitate the IAB's need to communicate directly with the NSF and provide feedback and guidance to the NSF.
- Develop and manage the key communication tools including website, newsletters and brochures.
- Serve as the primary source of contact with IAB members so that overloaded PIs can concentrate on research. Serve as the internal advocate for industry interests in the ERC

Role of the ILO

Career Development and Entrepreneurial Activity

- Manage and/or deliver training (especially to students) in areas that support or stimulate entrepreneurial activities
- Assist students in finding careers in industry – assist industry partners in recruiting Center students. Mediate between students and industry to arrange for internships and mentorships as well as industry site tours.
- Establish relationships with and support involvement with small business development and entrepreneurial support organizations as well as venture capitalists to support the creation of new business based on Center technology.
- Partner with the Center's Education Director in promoting industry/student interactions

Role of the ILO

Business Management

- Manage memberships – including collecting annual fees
- Make the Center PIs aware of industry related grant solicitations and, if the Center pursues a solicitation, assist in the proposal generation.
- Help create the Center's conflict of interest policy and monitor its implementation and use.
- Write the industry section of the Annual Report to the NSF and contribute to related portions of the report.
- Prepare and deliver the industry presentation at the NSF Site Visit
- Insure the IAB chairman develops and conducts the annual SWOT analysis
- Keep track of important Center metrics of topics ranging from the number of students hired by industry to the number of patents filed and licenses issued.

Role of the ILO

Business Management

- Work with the tech transfer office(s) to manage or track disclosures, patent filings, licensing agreements, NCA/CDA documents ... and Negotiate with the tech transfer offices to help determine licensing, royalties, fees and equity liquidation returns.
- Help develop and manage the Center's industry membership agreement
- Contribute to the relationship between the Center and the NSF (as well as other ERCs) in the form of report writing, general communications and participation in events.
- Develop and manage a member retention strategy.
- Help develop and manage a technology transfer process.
- Assist in the development of the Center's Sustainability Plan

Role of the ILO

Additional Activities and Responsibilities ... and Discussion

- **Sales and Marketing**
- **Communications and IAB Relationships**
- **Career Development and Entrepreneurial Activity**
- **Business Management**