

## Jacquelyn Michel, Director Innovation and Intellectual Property, UTPA

Jackie Michel, the Director for Innovation and Intellectual Property, has been charged with identifying, capturing and leveraging the intellectual assets produced by UTPA's human capital. Prior to joining UTPA, she held multiple positions related to translating intellectual assets into technologies, products and new business opportunities.

Ms. Michel was formerly Director of IP Consulting for Aurigin Systems, a Silicon Valley start-up software company specializing in software to support the management of intellectual asset in Fortune 500 companies. She worked with company R&D teams, business teams, in-house counsel, M&A groups and company executives on projects measuring, creating and extracting value from intellectual property for pharmaceuticals, agriculture, biotechnology, chemicals, consumer goods, semiconductors, telecommunications and the oil industry. Following the sale of Aurigin, Ms. Michel became joined IntellectualASSETS, Inc.<sup>TM</sup> and provided technical, market, business and strategic planning elements to improve business alignment and successful commercialization of technologies for clients. She identified potential consulting strategic partners, served as an expert resource for the sales force to help with customer relationship management, system sales, and system renewals. She has closed consulting sales, developed statements of work for strategic partners, and managed customer satisfaction issues.

Prior to joining Aurigin, Ms. Michel was Pharmacia's Corporate Director of Intellectual Asset Management (IAM), reporting to the Senior Vice President of R&D (Pharmacia was formed from the merger of Monsanto's Searle Pharmaceuticals and Pharmacia Upjohn and was subsequently acquired by Pfizer.) She was directly responsible and accountable for expediting out-licensing and for significant fractions of market capitalization of the Monsanto portfolio. She was also responsible for strategy and intelligence for M&A activity. She successfully focused on the identification and implementation of processes and tools for creation and extraction of shareholder value. She transformed the IAM group from a cost to a profit center through the successful negotiation of licenses for non-strategic technologies.

In her 25-year career in the pharmaceutical industry, Jackie transitioned from being a research scientist to creating and managing portfolio analysis for Searle's R&D organization and she implemented Searle's competitive intelligence program and their knowledge management program. She worked in a variety of areas in the life sciences/pharmaceutical business arena including strategic planning, technology intelligence, market analysis, decision analysis, promotion response analysis, international marketing, and new technology assessment.

Jackie holds a BS in biology from Southern Illinois University, and a Masters degree in Marketing from Maryville University where her thesis focus was on addressing large-scale organizational change. She has completed formal training in project management, decision analysis, statistical analysis, competitive intelligence, technology intelligence, licensing, strategic planning and knowledge management.