



**Power of Marketing in a Tech Transfer:**  
*What is a good strategy?*

## *Scope of the webinar*

*There are no universal guidelines for  
Technology Marketing  
an IP asset in academic Tech Transfer units/offices*

## **This webinar will cover the following sections:**

- ❖ Panel introductions and our function at TTO
- ❖ When do you begin a marketing campaign?
- ❖ Role of the marketer
- ❖ Success of a marketing campaign
- ❖ Role of social media and networking in marketing



**Eusebio (EZ) Pires *Ph.D, MBA***

Rutgers, State University of New Jersey (since 2020)

Leading Marketing & Business Development at Technology Transfer

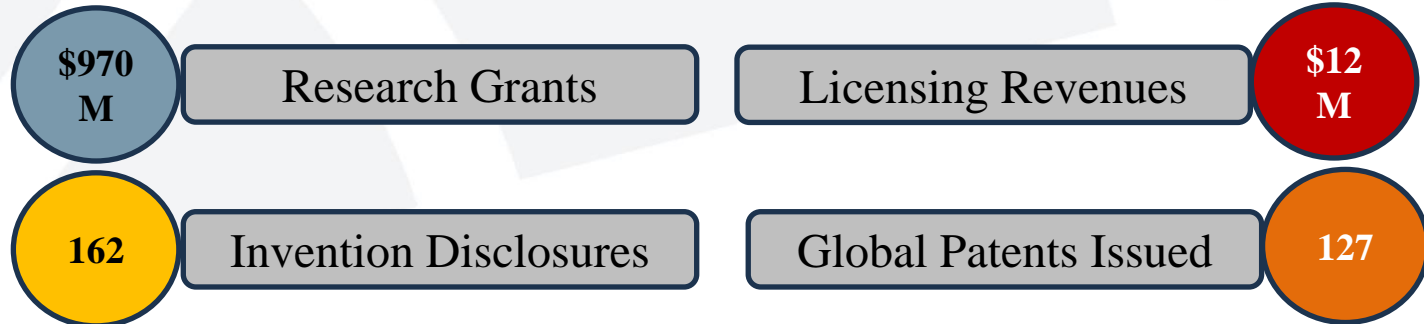
Internal & External facing outreach

Training graduate students and postdocs in TT

AUTM online professional development committee



**Eusebio Pires**  
Piscataway, NJ



**Fiscal Year 2024 Outcomes**



## Andrew Rankin

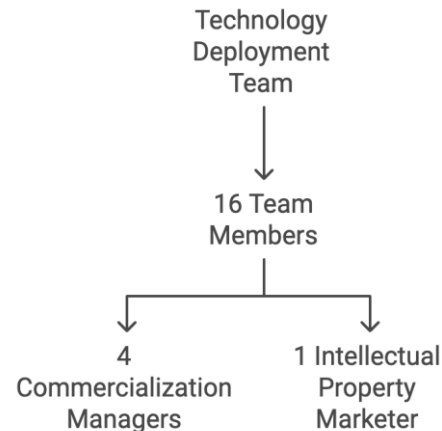
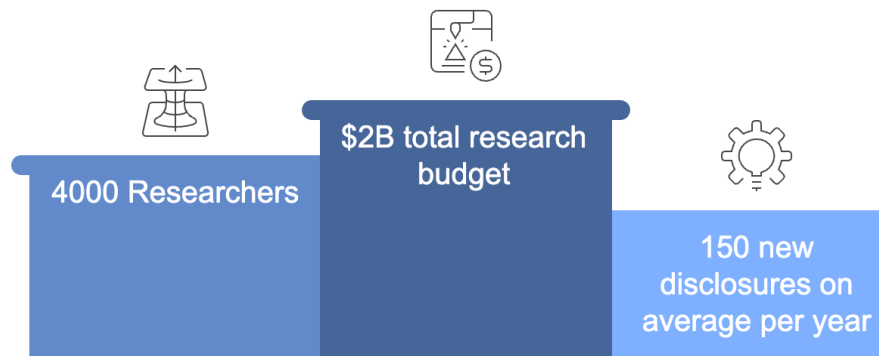
Overseeing tech transfer marketing at INL since 2019

Developed and established tech transfer marketing strategies that led to 3x patent licenses

Designed and implemented AI-driven processes leading to 314% more content and 940% more outbound leads

Andrew Rankin  
Idaho Falls, ID

### Key Research Metrics at INL





## Nadia Cantu-Medellin MS, MBA

Business Development Manager at the Bill L. Harbert Institute for Innovation and Entrepreneurship

Design, create, and run marketing campaigns for 4 Licensing Associates (LAs)

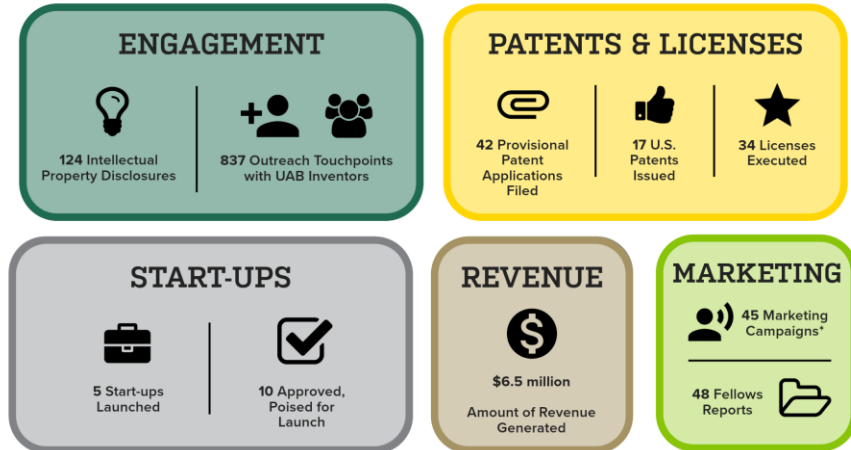
≈30% corporate engagement

Manages the Innovate Fellows program. A program that hires graduate students and faculty to support LAs in assessing new Intellectual Property Disclosures by creating invention reports

**Nadia Cantu-Medellin**  
Birmingham, AL



Bill L. Harbert  
Institute for  
Innovation and  
Entrepreneurship  
(HIIE)



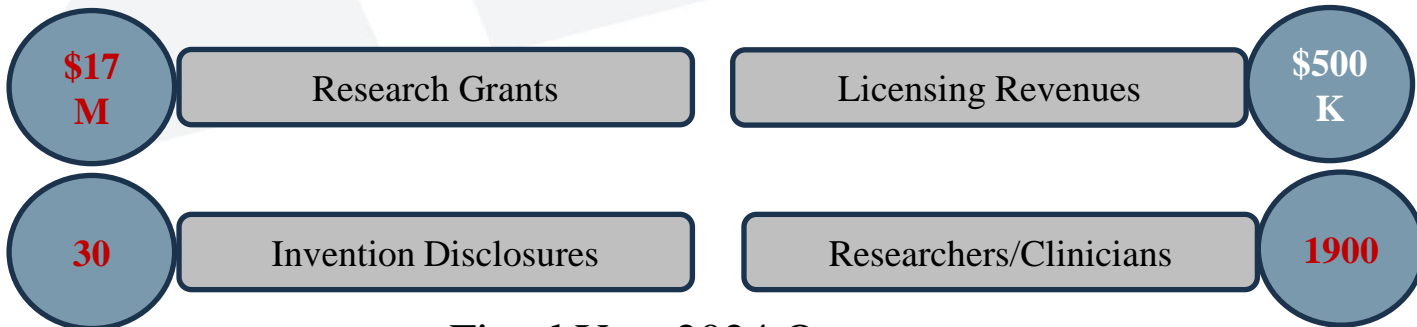
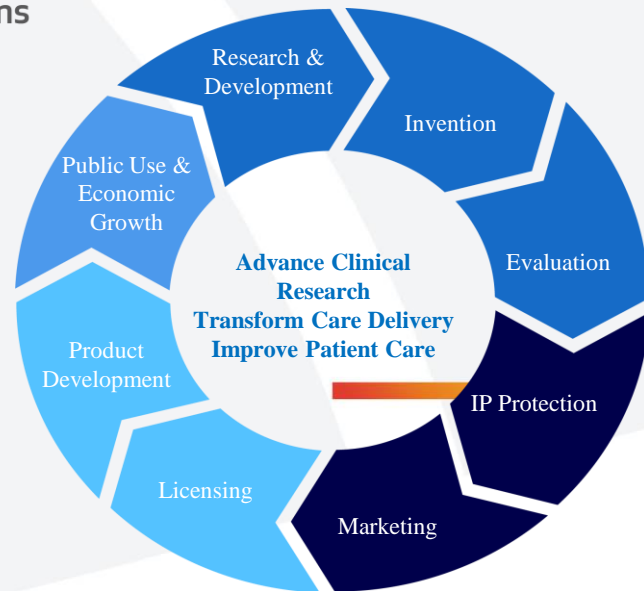


## Olena Danylyuk *Ph.D*

Henry Ford Health, Detroit (since 2022)  
Leading Technology Transfer and Commercialization

Olena Danylyuk  
Detroit, MI

**HENRY FORD HEALTH**  
Innovations



Fiscal Year 2024 Outcomes



**Janet Yancey-Wrona**  
Orono, ME

## Janet Yancey-Wrona

Manager, Technology Business Development, since 2023  
Office of Strategic Partnerships, Innovation, Resources  
and Engagement

### UMaine FY24 Snapshot

- Maine's R1 University
- Total R&D funding \$225.3
- Invention Disclosures: 36
- Provisional Patents filed: 17
- Total Patents Filed: 32
- Patents Issued: 43
- Small TTO: 3 total







**Sue Rhoades**  
Philadelphia, PA

## Sue Rhoades

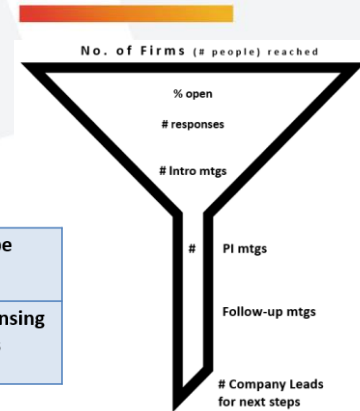
Industry Engagement Manager, Drexel Applied Innovation (since 2022) Previous Sales/Marketing Experience in Private Industry

- R1 private research university
- Experiential learning leader, 1000+ active Co-op employers
- \$170M in research expenditures, 49 invention disclosures, 33 patents issued, 14 licenses in FY24
- TTO size: 5 total (covering IP, licensing, marketing, etc.)

### Industry Feedback on:

Technology Stage & TRL	Technology Type & Design
Market Size & Need	Barriers to Licensing or Partnerships

### IP Marketing Campaign Process:





## Transforming Ideas into Opportunities

# *When do you begin the campaign?*

## ❖ Rutgers, The State University of New Jersey

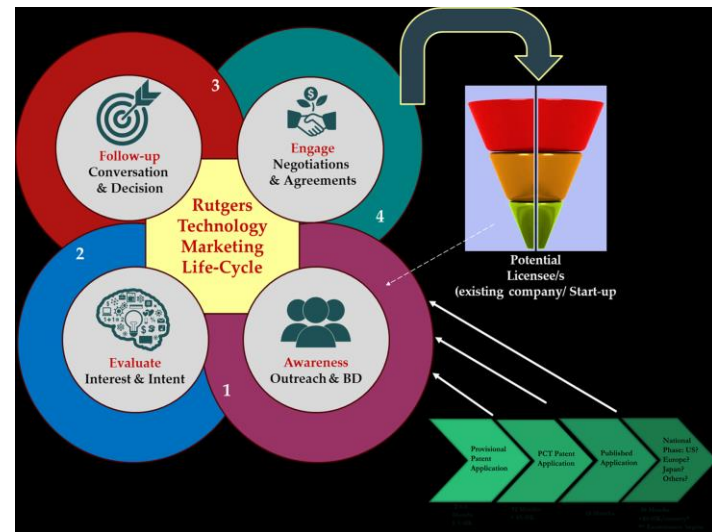
- ❑ Licensing managers trigger a request based on a decision point and any upcoming filings, extension dates
- ❑ 2-3 times per invention during the patent application process

## ❖ Drexel University

- ❑ Drivers include Technology readiness, commercial timeliness, need for IP decision input, strategic priority, faculty/leadership request
- ❑ After inventor buy-in and marketing targets/materials ready

## ❖ Idaho National Lab

- ❑ Campaigns start post-patent filing to ensure IP protection and maximize impact
- ❑ Initial strategy meeting with commercialization team to prioritize and align on market potential



# *When do you begin the campaign?*

## ❖ University of Alabama at Birmingham

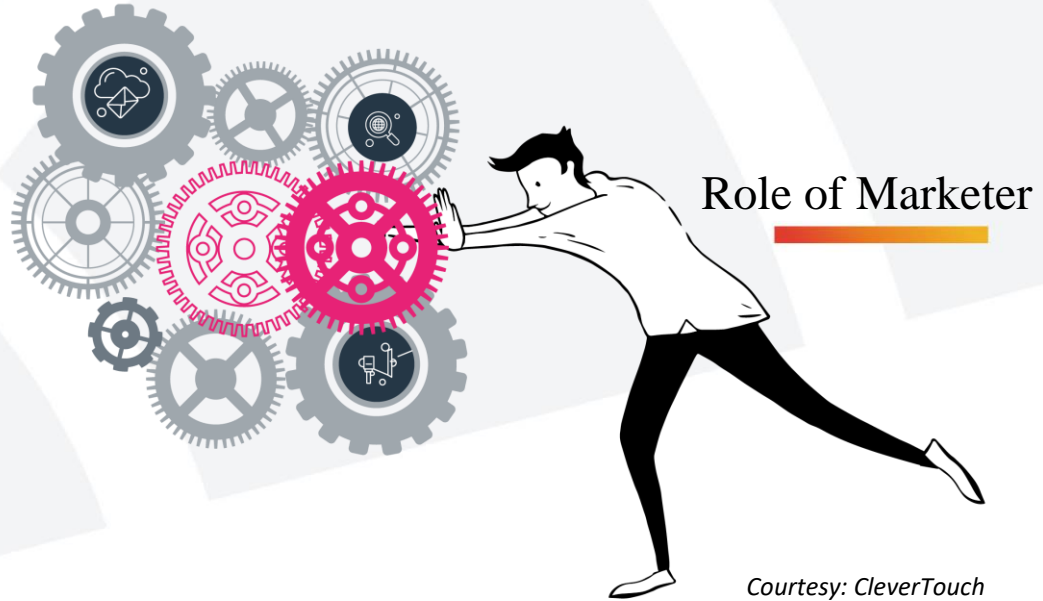
- ❖ When a deadline to decide if a PCT or a patent should be converted/renewed is approaching
- ❖ Post-patent filing

## ❖ Henry Ford Health

- ❖ Pre-campaign starts when the intellectual property (IP) is disclosed, aiming to determine how to develop the technology and make it commercially viable
- ❖ Internal and external marketing campaign starts after provisional filing

## ❖ University of Maine

- ❖ Confidential discussions may happen before a filing, generally with known contacts due to shared knowledge
  - NDAs in place, TTO involved. “Trade secrets” and “know how” often will be part of the discussion
  - Open high-level discussion may lead to interest in a portfolio of IP
- ❖ Develop high level marketing information and targeted outreach after provisional filing
  - Utilize AI assistance and inventor engagement to identify targets
  - One-pager overviews, publications, presentations, and social postings



# *Role of the marketer versus role of the inventor in marketing*

Rutgers  
University

- Team effort. Marketer works with inventors and vice-versa towards a productive marketing campaign
- Involved in creating the marketing documents and identifying potential licensees. Marketer launches the campaign. Inventors talk to potential partners at conferences etc.

Drexel  
University

- TTO - all marketing elements incl target ID, industry outreach, meeting coordination
- Inventor – aligned and interested, understand their goals (WIFM), set expectations – time commitment, inputs/feedback

Idaho  
National  
Lab

- Marketer develops the strategy; inventor provides technical insights
- Close collaboration ensures messaging is accurate and impactful, especially across multiple technologies

University of  
Alabama at  
Birmingham

- The inventor can have more awareness of big players in the industry, while the marketer can find players of different sizes who can be more open and willing to learn about the technology and create a potential partnership
- The inventor might have a clear idea of where their invention can fit in the market, but the marketer can find alternative ways to present the invention to make it fit in more than one market

Henry  
Ford  
Health

- The marketer collaborates with the inventor and outside counsel to identify the best marketing strategy
- Outreach efforts focus on entrepreneurial ecosystems and corporate relationships to determine the optimal approach for developing and advancing the technology

University  
of Maine

- Collaboration to identify target markets, companies and contacts
- Marketer (TTO) manages outreach and communications while inventor promotes tech through publication, presentation and direct contacts



Courtesy: ScrumAlliance



Courtesy: GrowthForce

# *TTO marketing road map: learning & making adjustments through a campaign*

## ❖ Drexel University

- Try to learn something from every response, or lack of response
- Pivot when needed – adjust materials, message, approach, targets, applications
- Listen, don't sell, and follow where the feedback takes you
- Lean on outside resources to execute and do your homework on companies & contacts

## ❖ Henry Ford Health

- Invent –Research/ Engagement /Asset Development/Commercialization - IMPACT
- Engaging inventors as partners in technology commercialization. Coaching researchers to think like innovators and entrepreneurs. The overarching goal is to ensure that innovations generate IMPACT

## ❖ University of Maine

- Adjust activity based on inventor interest, department priority and environmental factors
- Adjust based on info interviews with existing connections and networks





# *How do you measure marketing success?*

## ❖ Rutgers, The State University of New Jersey

- Tracking the response rate after a campaign is completed. We like to have at the least 3-5 meetings scheduled with industry with our inventors, preferably under NDA
- As TRL improves, and as marketing is re-initiated, we reach out to the interested companies and re-visit the improvements. If a licensing/option agreement is executed, we count it as success

## ❖ Idaho National Lab

- Success goes beyond licenses: joint funding proposals, CRADAs, and other collaborations matter
- Track a range of outcomes to capture the broader value in tech transfer

## ❖ University of Alabama at Birmingham

- Our metrics for marketing are the number of campaigns run and the rate of success
- Our rate of success is the number of companies approached divided by the number of companies that engaged with us, whether they were interested in the technology or not



Courtesy: Mauco

# ***Role of Social Media & Networking***

## **❖ Rutgers, The State University of New Jersey**

- Technologies are promoted strategically via LinkedIn, X, and Facebook to all our followers. Technology of the month. Bi-monthly Rutgers Innovations newsletter
- Attending showcase events, nominating inventors to events. Highlighting successful collaborations/licensing via newsletters, university wide announcements and social media postings

## **❖ Drexel University**

- Leverage opportunities to meet tech scouts, academic liaisons, CVCs. Tap other university programs with industry connections to expand reach
- Online tech networks/events can help extend small budgets and be used strategically. Use LinkedIn to build network, share good content, be proactive



# ***Role of Social Media & Networking***

## **❖ University of Alabama at Birmingham**

- We always pair our active marketing with social media posts about the technologies to increase their marketing exposure
- When we develop a relationship with a company contact, whether in a meeting or through a campaign, we make sure to contact them on social media so they can see our posts

## **❖ Henry Ford Health**

- Leverage LinkedIn for networking, connecting, and outreach, focusing on promoting innovations, engaging stakeholders, facilitating networking, and driving outreach campaigns
- In-person networking is equally vital, as it lays the foundation for long-lasting partnerships, credibility, and reliability
- Always do your homework and conduct background checks to ensure you license technologies to industry partners committed to development



# Take home message

- 1. Compare your marketing strategy and tactics with the panelists' examples*
- 2. Create compelling marketing messages to interest KOL's*
- 3. Revise your marketing outreach activities to secure industry engagement/feedback*
- 4. Analyze the outcomes and adjust for subsequent campaigns*
- 5. Reach out to any of us to dive deep and for any help!*

## Our contact information

Eusebio (EZ) Pires [eusebio.pires@rutgers.edu](mailto:eusebio.pires@rutgers.edu)

Nadia Cantu-Medellin [ncantu@uab.edu](mailto:ncantu@uab.edu)

Janet Yancey-Wrona [janet.yanceywrona@maine.edu](mailto:janet.yanceywrona@maine.edu)

Andrew Rankin [Andrew.Rankin@inl.gov](mailto:Andrew.Rankin@inl.gov)

Olena Danylyuk [odanyly1@hfhs.org](mailto:odanyly1@hfhs.org)

Sue Rhoades [sr3596@drexel.edu](mailto:sr3596@drexel.edu)

