Bridging the Innovation Gap Between Academia and Industry

When academia and industry work in tandem to push the frontiers of knowledge, they have the potential to become a powerful engine for innovation and economic growth. On March 18, renowned experts will convene at the German Center for Research and Innovation (GCRI) in New York to discuss successful technology transfer initiatives.

NEW YORK (March 11, 2014) – What enables a seamless relationship between academia and industry? How have some visionary companies and their academic partners successfully overcome their inherent differences to forge a higher level of strategic partnership? How has the gap between industrial R&D and academic research changed over the past few years? On Tuesday, March 18, 2014, please join our panelists in New York as they discuss these and other significant questions affecting academia, industry, and the global knowledge economy.

Dr. Jörn Erselius, Managing Director at Max Planck Innovation since 2005, will explain how technology transfer has become easier and why the gap between industry and academia is widening. He will also discuss the various incubator projects that Max Planck is implementing to bridge this gap. After joining the company in 1991, Dr. Erselius was initially responsible for inventor support and technology transfer in the life sciences sector. Later, he took over as Head of the Patent and Licensing group. In 2004, Dr. Erselius completed a MBA with a concentration in management at the University of Applied Sciences, Deggendorf. Dr. Erselius’ MBA thesis addressed “Patenting Biotechnology Inventions - Current Status in Europe and the U.S.”

He will be joined by Dr. Barbara Dalton, who has served as Director of the Pfizer Ventures Investments Team since 2007. Dr. Dalton is responsible for growing corporate venture activities, managing the corporation's private equity portfolio, advising on structured equity transactions, and driving novel transactions to achieve corporate objectives. Dr. Dalton has over 15 years of corporate venture capital experience in the pharmaceutical industry supporting and managing teams involved in direct and indirect healthcare investing. She has managed over 30 fund investments and 80 diverse company investments in the U.S. and Europe and has had direct investing responsibility for biotechnology therapeutic and platform companies, as well as some healthcare IT and service businesses.

Teri Willey, Vice President of Business Development and Technology Transfer at Cold Spring Harbor Laboratory since 2013, will speak from an academic research institution perspective. She will address what characteristics define a preferred industry partner, as well as how the gap between industry R&D and academic research has changed over the last few years. Prior to CSHL, Ms. Willey served as Vice President for Technology and Business Development at Mount Sinai School of Medicine and worked as founding Chief Executive of Cambridge Enterprise, Ltd, the technology commercialization affiliate of the University of Cambridge. Ms. Willey was also a founder and Managing Partner of ARCH Development Partners, a seed and early-stage venture fund focused on university and corporate spin-outs and Vice President of Start-ups at...
ARCH Development Corporation, a subsidiary of the University of Chicago, which commercialized technology from the University and Argonne National Laboratory.

**Prof. Dr. Mark Ebers**, Professor of Business Administration, Corporate Development and Organization at the **University of Cologne**, will moderate the discussion. He has previously served on the faculties of Augsburg University and Paderborn University, as well as been a visiting professor or visiting scholar at Harvard University, Harvard Business School, Università L. Bocconi, Milan, and Columbia Business School. Dr. Ebers’ research focuses on the governance and outcomes of inter-organizational relations, organization design, as well as organizational learning and innovation. He has extensive experience in executive education and consulting for national and international clients in the areas of strategy and organization.

The panel discussion will take place on **Tuesday, March 18, from 6:30 to 8:30 p.m.**, at the **German Center for Research and Innovation** (871 United Nations Plaza, First Avenue, btw. 48th & 49th Streets).

Unable to attend? Follow [@gcri_ny](http://twitter.com/gcri_ny) and the hashtag #techtransfer for live tweets. A video recording will be available on [www.germaninnovation.org](http://www.germaninnovation.org) shortly after the event.

This event is co-sponsored by the **German Center for Research and Innovation (GCRI)** and **Max Planck Innovation**.

The **German Center for Research and Innovation** provides information and support for the realization of cooperative and collaborative projects between North America and Germany. With the goal of enhancing communication on the critical challenges of the 21st century, GCRI hosts a wide range of events from lectures and exhibitions to workshops and science dinners. Opened in February 2010, GCRI was created as a cornerstone of the German government’s initiative to internationalize science and research and is one of five centers worldwide.

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