

Alliance for Commercialization of Canadian Technology

Second Annual Conference, 2006

Ottawa, Ontario

- Session Title: **“Technology Transfer: Making a Local and Global Difference”**
- Organizer: **Sarah Fuller**, The Hospital for Sick Children, Toronto, Ontario
- Moderator: **Usha Balakrishnan**, CARTHA, Iowa City, Iowa
- Featured Speakers: **Dr. Stanley Zlotkin**, The Hospital for Sick Children and Sprinkles Global Health Initiative, Toronto, Ontario
 Anita Perry, BP Canada Energy Company, Calgary, Alberta
 Dr. Richard Isnor, International Development Research Centre, Ottawa, Ontario

Measuring the achievements of the technology transfer community has become an increasingly popular topic. There are many metrics that can be used as valuable indicators of the activities undertaken by technology transfer offices, and resulting financial outcomes (i.e., patents filed, licenses executed, royalties and licensing income generated, number of start-up companies formed, etc.). As a growing number of organizations, including major philanthropic foundations and national governments, are now looking to harness science to improve global health, the environment and quality of life, different approaches have been suggested to measure economic, social, and environmental impacts. There is a growing movement in the technology transfer community to develop creative partnerships, licensing strategies and intellectual property policies aimed at enhancing social and economic good, both locally and globally.

The purpose of this session is to highlight the work of individuals and organizations from various public and private sectors, and provide different perspectives on how technology transfer can enhance economic, social and environmental impacts. You will hear from the featured speakers who will present case studies that will include (i) the experiences that inspired or influenced them, (ii) the operational road blocks and challenges they encountered, and (iii) the successes they achieved, and how these “successful outcomes” were supported, tracked, measured and reported.

Within this purposeful framework, this session will invite audience participation and dialog on what could be undertaken by each of us as professionals, and by each of our institutions, to advance an initiative to increase the impact of “technology transfer for the benefit of society.”

Biosketches of session moderator and speakers follows.

Moderator

Usha R. Balakrishnan

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Usha Balakrishnan is the Founding President & Chairman of the Board of CARTHA, a global nonprofit organization based in Iowa City, Iowa. CARTHA, “doer” in Sanskrit, facilitates innovative partnerships between practitioners and academics to enhance global good. CARTHA has initiated project work in the US, Germany, Kenya, and India.

Usha also founded *Technology Managers for Global Health*, a special interest group within the *Association of University Technology Managers*. Usha has organized numerous conference sessions, designed new training programs, produced new curricular materials, and spoken on numerous campuses, research institutes, and public forums to promote the development of academic research and health product innovations that address needs of poorer populations in developing countries. Her partnership with a UK-based charity MIHR resulted in grant support from the Rockefeller Foundation, the Kauffman Foundation, and the Bill & Melinda Gates Foundation.

Prior to founding CARTHA, Usha worked for the University of Iowa for over 15 years. Cultivating and managing a large and diverse patent portfolio, she established key licensing programs at the University of Iowa Research Foundation, negotiated agreements with pharmaceutical and biotechnology companies, and advised small business owners and high-technology entrepreneurs. Directing corporate partnerships and economic development efforts, she gained a keen appreciation for interdisciplinary and non-traditional linkages that can be fostered among various internal and external constituencies at the local to international levels. She conceptualized and successfully launched a series of eclectic initiatives in collaboration with University faculty, staff, and students; and government, nonprofit, and industry officials.

Usha received her MBA from the University of Iowa and her Bachelors of Commerce from Bombay University. She serves on the American Association for the Advancement of Science (AAAS) Committee on Scientific Freedom and Responsibility, and on the Boards of the Community Foundation of Johnson County, and MIHR-USA. She co-founded the Iowa City Chapter of Café Scientifique. Usha served as a gubernatorial appointee (2001-2005) on the Iowa Economic Development Board. She belongs to the Iowa City Noon Rotary Club.

Featured Speakers

Dr. Stanley Zlotkin M.D. Ph.D. F.C.P.C (C)

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Dr. Zlotkin received his medical training at McMaster University and McGill and obtained a PhD in Nutrition at the University of Toronto. He has worked as a clinician-nutritionist and research scientist at The Hospital for Sick Children since 1980. He is currently a Professor in the Departments of Paediatrics, Public Health Sciences and Nutritional Sciences at the University of Toronto, a senior scientist in the Research Institute of The Hospital for Sick Children and Chief of the Division of Gastroenterology, Hepatology and Nutrition at the Hospital. As well as being a consultant on nutritional issues to the Canadian Federal and Provincial Government, he is past Chairman of the

Nutrition Committee of the Canadian Paediatric Society and past Chair of the Research Ethics Board of the Research Institute of The Hospital for Sick Children.

His research interests involve:

- (i) examining mineral requirements and metabolism in infants and children, especially iron,
- (ii) clinical trials to treat and prevent iron and vitamin A deficiency, and
- (iii) establishing evidence-based nutrition public policy.

He has active research studies in Canada and globally.

He recently received the 'Order of Canada', "Canada's highest honour for lifetime achievement and service".

Anita Perry

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Anita Perry is Vice President of Government and Public Affairs for BP Canada Energy Company and leads all external relations including: government, aboriginal, media and community relations for BP in Canada.

Before joining BP Canada, Anita worked with Trans Canada Corp where she led a team responsible for all external communications in North America. Prior to that role, Anita worked with both Shell Canada and Bell Canada in public affairs and investor relations. Early in her career, Anita worked directly with politicians at the municipal, provincial and federal levels as an Advisor.

A native of Prince Edward Island, Anita's career and education have taken her to many parts of Canada; including Moncton, Ottawa, Toronto, Yellowknife, Regina and Calgary. She obtained her Bachelor of Arts at the University of Regina majoring in Political Science.

Dr. Richard Isnor, Ph.D.

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Richard Isnor, Director of Innovation Policy and Science at the International Development Research Centre, holds a PhD in Science and Technology Policy Studies (1995), University of Sussex, UK; MA Environmental Studies (1992), Dalhousie University, Canada; and BA Biochemistry (1989), Mount Allison University, Canada. He has held science and technology policy and management positions in a variety of federal government organizations, including the National Research Council of Canada (2002-2005), Environment Canada (1997-2000), Natural Resources Canada (2000-2002) and the Privy Council Office (2000). Dr. Isnor joined IDRC in July 2005.