

AUTM 2006 Annual Meeting Workshop Session #A-11 (www.autm.net)

Date & Time: Friday, March 3, 2006, 10:30 am to 12 noon

Venue: Disney's Yacht & Beach Club Resorts, Orlando, Florida

Session Title: Social innovations in university technology management

Session Chair: Usha Balakrishnan, MIHR-USA, Iowa City

Session Speakers/Panel:

Greg Simon, FasterCures, Washington DC

Melinda Moree, Malaria Vaccine Initiative/PATH, Seattle

William Muraskin, Urban Studies Department, City University of New York

Commercialization of university inventions through licensing and new technology-based start-ups in university-run business incubators are now commonly adopted in economic development settings. However, universities have to also grapple with their roles – and the managerial approaches, practices, and networks they can foster -- in creatively utilizing new inventions and technologies in ways that (a) help speed up drug development, (b) address the needs of underserved regions, and (c) make new health product innovations accessible to poorer populations in developing countries. To accomplish these broader objectives, there is a need for a layer of “social innovations” and “change agents” at universities, and/or mechanisms that intentionally connect academic researchers and professionals to social innovators in regional and global settings. Such approaches can then hopefully catalyze more effective collaborations that result in a wider diffusion of the benefits of scientific and technological innovations.

The panel of speakers will help address the following questions:

- What might the term “social innovations” encompass? Is “social innovation” different from “social entrepreneurship?”
- In the so-called Knowledge Economy, can the concept of “social innovations” or “social entrepreneurship” be purposefully applied in the context of university technology management? Do some of these notions represent increasingly important leadership traits for university professionals?
- Who are “social innovators,” where are they found, and how are they even identified? Are there examples through history (i.e., how have some individuals or organizations led to big impacts) that can be form an inspirational message for university-based professionals?
- Could the term help describe and formulate new mechanisms – and specific job descriptions -- that university administrators may need to increasingly employ as they strive to broaden the diffusion of benefits from academic innovations to underserved, rural areas?
- Can a better understanding of the notion of “social innovations” and/or “social entrepreneurship” lead to new ways of reaching out to a variety of prospective partners and in structuring alliances to assure access and promote development of technologies for the benefit of the poorer populations in developing countries?

The objectives of this session are to:

- Enhance awareness for ideas from the field of social innovations and social entrepreneurship that may be fruitfully applied to the field of university technology transfer.
- Provide examples of professional development activities that may promote appropriate levels of contacts and networks for technology managers.
- Gain insights that will help to advocate effectively for social change and managerial attitudes and incentives that would encourage such activities.
- Highlight strategic allies available to technology managers wishing to launch on such endeavors.
- Learn from speakers’ shared experiences to generate new measures to track our activities and communicate the economic and social impact of our professional work.

**SPEAKER BIOSKETCHES for AUTM 2006 Session “Social Innovations in University Technology Management”**

**Usha Balakrishnan** is a Founding Board Member and the first Executive Director of MIHR-USA, a 501c3 nonprofit organization incorporated in Iowa City, Iowa in August 2005. MIHR-USA represents the US operational base of MIHR ([www.mihir.org](http://www.mihir.org)) headquartered in Oxford, United Kingdom. Usha’s efforts as a founder of the Technology Managers for Global Health ([www.tmgh.org](http://www.tmgh.org)), a special interest group within AUTM, were accelerated with a Rockefeller Foundation grant in 2004. Usha has introduced global health-related academic tech transfer sessions at key conferences and spawned seminars on a number of campuses. Usha’s diverse interests – in fostering interdisciplinary connections between the health and engineering sciences, social sciences, and humanities to address emerging societal issues -- arise from her 15 years of progressively responsible professional work at the University of Iowa (most recently as Director of Corporate Partnerships) and her past service on numerous boards including the Iowa Economic Development Board (gubernatorial appointee, 2001-2005) and the Iowa Biotechnology Association Board. Usha has conceptualized and launched complex multi-sector alliances; initiated an eclectic set of research collaborations with university faculty in the US and abroad; designed US-India bilateral exchanges and symposia; evaluated hundreds of academic discoveries for patentability and commercial potential; negotiated patent licenses with pharmaceutical and biotechnology companies; and advised small business owners and high-technology entrepreneurs. With her growing interests in social innovations and in fostering new professional networks to promote wider benefits of R&D outcomes, Usha was nominated by the Rockefeller Foundation for the Skoll Foundation’s Award for Social Entrepreneurship in 2005. Usha currently serves on the AAAS (American Association for the Advancement of Science) Committee on Scientific Freedom and Responsibility; and the U of Iowa Global Health Studies Steering Committee. Usha received her MBA from the U of Iowa and her Bachelors in Commerce (1985) from Bombay University, India.

**Greg Simon, President, FasterCures** was the Chief Domestic Policy Advisor to Vice President Al Gore from 1993 to 1997, specifically on economic, science and technology issues. He oversaw a number of initiatives, including the programs of the National Institutes of Health, National Cancer Institute, Food and Drug Administration (FDA), the Human Genome Project, and the development of the regulatory framework for biotechnology products. He played a leading role in a variety of White House policies and programs including passage of the Telecommunications Reform Act of 1996; encouraging the development a V-chip-compatible system of television ratings; the space program, particularly the building of the International Space Station; and FDA reform. From 1985 to 1991, Greg was the Staff Director of the Investigations and Oversight Subcommittee of the House of Representatives Committee on Science, Space and Technology. Prior to joining *FasterCures*, Greg was CEO of Simon Strategies/Mindbeam, a consulting firm focusing on clients in biotechnology, health care, technology and information technology among other issues. Greg, an Arkansas native, earned his law degree at the University of Washington in Seattle.

**Melinda Moree, Director, Malaria Vaccine Initiative, PATH** develops and directs the overall strategy and implementation of MVI. Leading the team in advancing malaria vaccine development, she ensures adequate funding to fulfill MVI’s mission, the highest quality for all program activities, continued commitment to existing relationships, and the forging of new, focused partnerships. Melinda previously helped develop the structure of MVI and led MVI’s business development effort. In that role, she was responsible for negotiating partnerships and helping define the basis for public-private product development efforts. She also advised PATH on commercialization issues surrounding vaccines and vaccine-related technologies. Melinda was instrumental in developing the concept for the WHOPATH Meningitis Vaccine Project that was awarded \$70 million in funding by the Bill & Melinda Gates Foundation. An earlier association with PATH included two years as an international health consultant and liaison between PATH and USAID. Melinda has both public and private sector experience in product development and technology transfer. Prior to joining PATH, she was Manager of Advanced Research at EKOS Corporation and worked in technology transfer at the University of Washington. Before that, she gained public-private development experience while serving as an American Association for the Advancement of Science (AAAS) Science and Diplomacy fellow at USAID. During her fellowship, Melinda managed PATH’s five-year health technology development project for USAID. She also provided technical guidance to USAID regarding the use and technology transfer of the devices developed by the project. Melinda received her Ph.D. in medical microbiology from the University of Maryland at Baltimore.

**William Muraskin, Professor, City University of New York** is a historian and specializes in problems of International Health Policy and Infectious Diseases in the Department of Urban Studies, Queens College, City University of New York. As chairman of the department during its key formative period he helped shape it as the unique multi-disciplinary program bringing together scholar/practitioners from sociology, geography, political science, history, environmentalism, anthropology, city planning and economics. Bill has written *The War Against Hepatitis B* (1995), *The Politics of International Health* (1998) and *Crusade to Immunize the World’s Children: The Origins of the Bill and Melinda Gates Children’s Vaccine Program and the Birth of the Global Alliance for Vaccines and Immunization* (2005). Currently he is working under a two year grant from the Rockefeller Foundation to look intensively at new Public-Private Partnerships dedicated to developing drugs and vaccines for tuberculosis, dengue, HIV/AIDS, and malaria.

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