
AREAS OF INTEREST, TEACHING & PRACTICE

- Intersection of Law, Business, and Technology/Innovation
- Technology Entrepreneurship, Innovation, and Commercialization
- University Technology Transfer
- Legal Education for Non-Lawyers
- Experiential Learning Programs and Practices
- Transdisciplinary Education and Programs

PROFESSIONAL & ACADEMIC EXPERIENCE

Arizona State University, Sandra Day O'Connor College of Law, Tempe, AZ

Clinical Professor

July 2010 to present

Associate Clinical Professor

July 2006 to June 2010

Visiting Associate Clinical Professor

July 2005 to June 2006

Director, Innovation Advancement Program

July 2008 to present

- Created new program and the necessary implementation plan to transform the Technology Ventures Clinic into a technology entrepreneurship-focused, experiential learning opportunity for students
- Coordinate and implement the long term strategy for the Innovation Advancement Program, including the aspects of student experience, university satisfaction, client satisfaction, fund raising, and infrastructure needs
 - Awarded a \$50,000 grant from the Entrepreneurship @ ASU initiative, part of ASU's relationship with the Kauffman Foundation for 2009-2010 academic year
 - Awarded a \$40,000 grant from the Entrepreneurship @ ASU initiative, part of ASU's relationship with the Kauffman Foundation for 2008-2009 academic year
- Identify, interview, and attract suitable entrepreneurial clients
- Identify, interview, and hire "In Residence" professionals to support student projects
- Plan, prepare, and teach a course for law students that compliments the "hands on" technology entrepreneurship counseling experience received by participating in the Innovation Advancement Program
- Plan, prepare and teach the IP Portfolio Management class (a joint law-MBA offering)

Director, Technology Ventures Clinic

July 2005 to June 2008

- Planned, prepared, and taught a course for law students that compliments the "hands on" technology transfer experience received by participating in the Technology Ventures Clinic
- Coordinated and implemented the long term strategy for the Technology Ventures Clinic, including the aspects of student experience, university college satisfaction, Arizona Technology Enterprises satisfaction, fund raising, and infrastructure needs
- Participated in the university Entrepreneurship working and planning group
- Fulfilled responsibilities as the Technology Ventures Clinic Manager
- Planned, prepared and taught the IP Portfolio Management class (a joint law-MBA offering)

Technology Ventures Clinic Manager

July 2004 to July 2005

- Managed a team of students that participate in the university's technology transfer activities
- Led activities that analyze market opportunities for technologies invented at the university (over 100 technologies, to date), including technology assessments, intellectual property analyses, market opportunity assessments, and commercialization strategy creation
- Built relationships with Arizona Technology Enterprises and five colleges/schools at the university (including multiple departments within each college/school)
- Identified projects and qualified resources, then drive projects to completion
- Recruited qualified students to the Technology Ventures Clinic
- Formulated and implemented the Technology Ventures Clinic budget

Arizona State University, W.P. Carey School of Business, Tempe, AZ

Affiliated Faculty, Evening M.B.A. Program

February 2008 to Present

- Created the *Essentials of Law for Managers* course content and course structure for the school's initial trimester in which the standard Legal and Ethical Studies course was split into separate components
- Teach multiple sections of the *Essentials of Law For Managers* course at multiple locations
- Adapted the *IP Portfolio Management* course for use as an intersession course cross-listed for business and law graduate students

Arizona Technology Enterprises, Tempe, AZ

Technology Transfer Intern

October 2003 to May 2004

- Created presentations covering intellectual property protections available for software protection staff education
- Interviewed professors and other staff members regarding e-learning tools and products developed by the Technology Based Learning and Research Center at Arizona State University
- Created marketing materials utilized to approach potential licensees or purchasers of the e-learning tools and products from the Technology Based Learning and Research Center
- Researched the terms of the grant agreements under which the research and development of the e-learning tools and products was accomplished in order to identify any restrictions on Arizona Technology Enterprises' commercialization efforts

American Express, Phoenix, AZ

Project Manager (Contractor)

July 2003 to November 2003

- Created a new transaction-based customer satisfaction survey that will be sent to over 1000 customers annually
- Identified over 100 potential process improvement projects that can be started and completed 4Q2003 through 2004
- Implemented 18 technological enhancements to a browser-based decision quality tool that automated in excess of 100 hours of manual work annually
- Trained over 50 operations employees on the browser-based decision quality tool

INTEFLUX, Incorporated, Phoenix, AZ

Project Manager

July 2000 to January 2001

- Formalized the software development methodology utilized to provide e-commerce technology solutions for clients, including America West and Greyhound Exposition Services
- Implemented a short, efficient, well documented software development cycle that enabled a four week cycle time and improved client satisfaction through increased client communication
- Headed the on-campus recruiting effort to identify and hire qualified programmers

American Express, Phoenix, AZ

Quality and Productivity Manager, Global New Accounts

October 1998 to June 2000

- Identified and created the Global New Accounts department vision statement and road map
- Managed projects with potential savings in excess of \$850k that increased customer satisfaction and revenues and at the same time decreased costs and cycle time for the software system utilized to handle credit card applications
- Six Sigma Blackbelt trained

Industrial Engineer

February 1997 to October 1998

- Identified, developed, implemented, and supported process improvement projects that resulted in reduced operational costs of over \$6 million
- Implemented a data collection methodology and system across three major U.S. phone centers to standardize data collection, standardize reporting, and identify cross-center quality opportunities
- Created cost-benefit analyses that supported \$2 million capital investment decisions

EDUCATION

Juris Doctorate, Arizona State University, Tempe, AZ

May 2004

- Magna Cum Laude & Order of the Coif – Ranked 16 of 174
- Certificate of Law, Science, and Technology with an emphasis in Intellectual Property
- Pro Bono Distinction

Master of Business Administration, Arizona State University, Tempe, AZ

May 2004

- GPA: 3.625

Bachelor of Science Industrial Engineering, Arizona State University, Tempe, AZ

December 1996

- Magna Cum Laude – GPA 3.47

PROFESSIONAL ADMISSIONS AND ASSOCIATIONS

- Admitted to practice law in Arizona
- Member of the Clinical Legal Education Association

PUBLICATIONS

- **ENTREPRENEUR'S GUIDE TO INNOVATION LAW (2005)** (ASU Technopolis Program) (with Douglas Sylvester and Kari A. Granville) (available at http://papers.ssrn.com/sol3/papers.cfm?abstract_id=999451)
- *University Technology Transfer Offices: Convergence and Consequences* (2009) (with Douglas Sylvester) (in progress)

CONFERENCES, WORKSHOPS & PANELS

- *Ninth Annual Transactional Law Clinic Faculty Conference and Workshop*, faculty members from transactional clinics across the country meet to discuss current issues and topics relevant to transactional clinical education and practice (hosted at SkySong, April 2010)
- *Law, Entrepreneurship, and Innovation*, represented ASU at a roundtable discussion with 12 other invited members of the legal education community from across the country to discuss issues and opportunities for better educating current and future attorneys on how to best work with entrepreneurs, innovators, and small businesses (Kauffman Foundation, 2008)
- *Graduate Education in Technology Entrepreneurship and Commercialization*, selected by the Kauffman Foundation as one of three ASU representatives at a workshop to discuss the issues and challenges associated with multidisciplinary approaches to graduate education in entrepreneurship and innovation (Georgia Tech, 2008)
- *Achieving Multidisciplinary Entrepreneurship*, represented ASU as a leader of a selected program from a Kauffman Campus sent to identify roadblocks and opportunities for multidisciplinary programs in entrepreneurial education and to create a "best practices" list that can be shared with institutions looking to develop multidisciplinary entrepreneurship education programs (Purdue, 2008)
- *ASU Technopolis Launch Prep Presentation and Feedback Panels*, multiple companies (Fall 2007, Spring 2008, Fall 2008, Spring 2009, Fall 2009)

SELECTED PRESENTATIONS

- *Real World Student Collaborations in Law, Science, and Technology*, Plenary Session at the AALS Clinical Education Conference in New York City (May 2006)
- *Technology Transfer at ASU: A Third Party Perspective*, presented to technology transfer staff, university faculty, and invited graduate students to highlight the technology transfer process and roadblocks at an American university (Dublin City University, Fall 2008)

- *What Engineers and Entrepreneurs Need to Know About IP*, presented to:
 - Industrial Engineering Product Development classes (Fall 2004, Spring 2005, Fall 2005, Spring 2006, Fall 2006, Spring 2007, Fall 2007, Spring 2008, Summer 2008, Spring 2009, Fall 2009)
 - Engineering Entrepreneurship classes (Spring 2005, Spring 2006)
 - Graduate Engineering Student Association (Fall 2005, Spring 2006)
 - ASU Technopolis Launch Prep Entrepreneurship Course (Fall 2009)
 - Bioengineering capstone graduate seminar (Spring 2009)
- *IP For All Start Ups*, presented to the Edson Student Venture Teams (Spring 2006, Spring 2007, Fall 2007)
- *Entrepreneurship at ASU and the Sandra Day O'Connor College of Law*, Dean's Session for 1L students (Spring 2008)
- *Careers in Intellectual Property for Biomedical Engineers*, Western Biomedical Engineering Conference (Fall 2006)
- *JD-MBA Concurrent Degree Program*, interested law and MBA students (Fall 2006, Fall 2007, Fall 2008)
- *University TTOs: Convergence and Consequence*, Intel R&D Legal Support Team (Spring 2008)