

**Melba Kurman**

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Writer, analyst and speaker on university innovation strategy. Expert in forward-thinking business strategies to bring emerging university technologies to market.

**PROFESSIONAL ACTIVITY AND PUBLICATIONS**

- Speaker, "Open Source Hardware Legal Frameworks" at the [Open Hardware Summit](#) annual meeting, New York, NY, September 2011
- Invited guest lecturer, "The long tail effect of 3D printers on product design and marketing," Cornell CATALYST summer engineering camp, August, 2011
- Author of "[The Benefits of Partnering with Universities in the Era of Open Innovation](#)," published online on May 12, 2011 on *InnovationManagement* magazine
- Invited panelist, "[3D printing comes to the nation's capital](#)," Public Knowledge Organization, April, 2011
- Invited speaker on *IP Marketing* webinar series, "[Internal Metrics and Benchmarking: New Era Measurement of TTO Performance and Impact](#)," March, 2011
- Co-Author of White House Commissioned Report and Occasional Paper, 2011, "[Factory@Home, the emerging economy of personal manufacturing](#)"
- Founding member of the [International Commercialization Alliance](#), a new organization dedicating to developing better strategies to improve the way organizations manage innovative technologies
- Write and manage the [Tech Transfer 2.0](#) blog which was selected for nature.com; the articles are regularly top-ranked by readers of innovation web sites
- Invited lecturer, "From Idea to IPO" course at the New York Academy of Sciences, December, 2010
- Serve on the Board of Directors of the [New York Rights Exchange](#), an online marketplace that brokers intellectual property and connects inventors to investors
- Invited speaker, "Best Practices in Technology Transfer Marketing," National Council of Entrepreneurial Tech Transfer (NCTEC2.org), a prestigious webinar series that reaches over 150 participant organizations, May 2009
- Invited panel leader, "Best Practices in Technology Transfer," University Startups Conference 09, D.C. December 2009

**WORK EXPERIENCE**

**President and strategist, Triple Helix Innovation, LLC**

**2010-present**

- Advise university technology commercialization practitioners, businesses, and entrepreneurs on university innovation strategy

- Advise businesses and university technology transfer offices on how to improve their technology transfer process and intellectual property policies and strategies
- Write about trends and provide expert advice on university technology commercialization strategy to a worldwide readership on the popular [Tech Transfer 2.0 blog](#)
- Serve as U.S. Country Manager for [InnovationManagement](#) magazine and content provider; am currently establishing the marketing infrastructure and business strategy to build up its U.S. business
- Teach seminars on university technology transfer strategies, including best practices in startup formation, licensing and marketing
- Author articles and commissioned reports on the social and economic impact of emerging game-changing university technologies, and alternative strategies for bringing early-stage university inventions to the commercial marketplace

### **Manager of Marketing & Outreach**

**2006-2010**

Cornell Center for Technology Enterprise and Commercialization (CCTEC), Ithaca, NY

In a new position, over four years, I played a leadership role in identifying and implementing Cornell's technology transfer outreach and marketing strategies, significantly raising Cornell's visibility with on-campus and corporate partners.

- Created a consistent and professional organizational identity to promote Cornell's invention portfolio and research resources that consisted of an organization-wide visual brand for web sites, publications and business documents and data-driven organizational talking points
- Wrote high-quality marketing and technical content to sell our services to students, staff, faculty and alumni (newsletter, annual report and press releases)
- Built a comprehensive web marketing infrastructure to raise the visibility of Cornell technology commercialization services. Designing and project-managed multiple portals:
  - CCTEC's web site – [www.cctec.cornell.edu](http://www.cctec.cornell.edu)
  - TechSearch engine of Cornell technologies (most viewed area of CCTEC's web site and source of marketing leads) <http://ip.cctec.cornell.edu/index.cfm/ts.home>
  - Inventor portal to provide inventors with secure, up-to-date information on their IP portfolio status; the portal is now a commercial product <https://ip.cctec.cornell.edu>
  - Cornell Angel Network, a social networking site for Cornell Angel investors (alumni) and Cornell startups [www.cornellangels.com](http://www.cornellangels.com)
  - two Drupal-based social networking sites <http://www.cornellboration.com/>
- Acted as CCTEC's spokesperson in press interviews
- Built good will with current and prospective customers by providing prompt, courteous explanations of Cornell's commercialization and sponsored research resources and offering customers high quality solutions to solve their requests and problems

**Product & Program Manager – Microsoft**

**1999-2006**

Microsoft Corporation, Redmond, WA

(I held 3 roles during my seven year tenure at Microsoft; listed below in chronological order)

Market Research Analyst, Microsoft Information Services – 1999 - 2001

Conducted market research and wrote analyses of market trends in the server and developer tools markets for product management teams.

Product Manager for Windows Server, Windows Marketing Division – 2001-2003

Served on the Windows Server Compete Team to educate and arm Microsoft executives and field marketing staff to respond to the business impact of Linux and open source software. Managed million-dollar market research projects.

- Created PR materials used company-wide for executives and field marketing such as talking points, a positioning framework, strategy presentations and sales briefs.
- Was the lead research analyst for Microsoft's "Compete Team;" we hosted annual, half-day, comprehensive competitive strategy "deep dives" to educate top Microsoft executives about Microsoft's leading competitors
- Managed a \$1.1 million Total-Cost-of-Ownership primary research study that shaped Microsoft's Linux and Open Source strategies in the server space; study proved that Windows Server had lower operational costs than Linux
  - led virtual team of stakeholders across the company; defined study scope and focus
  - oversaw project staff of six analysts and 40 phone survey staff
  - screened and hired project consultants with expertise in server installation and support costs to analyze and validate collected data points
- Wrote a persuasive and credible final whitepaper of research results that demonstrated Windows Server cost less to run than Linux over a five year period. Served as the Microsoft lead on the world-wide PR campaign. The resulting report was covered by Newsweek magazine and downloaded more than an estimated million times from the Windows Server website
- Educated field sales and marketing teams on Windows Server competitive strategy and open source competitive threats
  - wrote regular email updates and sales briefs summarizing the most recent press and analysis on open source trends
  - travelled to Microsoft subsidiaries worldwide to present updates to regional server marketing teams about Microsoft's open source software strategies
  - served as liaison with Microsoft's PR firm, Waggener Edstrom, to prepare Microsoft executives for briefings and interviews
- Interacted with Microsoft's major partners, including Intel, HP, IBM to keep track of their open source strategies and their impact on Microsoft

Program Manager for International Developer Community Outreach, Developer Division – 2003-2005

Built momentum and visibility for a new Developer Evangelist Role whose mission was to develop relationships with Microsoft independent software vendors to promote new Microsoft products and collect real-world product feedback for Microsoft product teams.

- Defined role job description and performance review metrics; created role identity and shared mission
- Forged international, cross-team personal relationships with the 55 developer evangelists in this new role with daily conference calls, 5-10 quality email updates a day, a monthly newsletter, an internal portal and regular in-person visits and events
- Compiled and interpreted feedback about product features from over 100 independent software vendors worldwide; target products were Microsoft SQL Server, Windows Server, Visual Basic and Sharepoint Server
- Channeled high quality product feedback to the HQ product developers and marketing teams
- Travelled frequently to international subsidiaries to build goodwill and trust and to share information between Microsoft developer evangelists in the field, Microsoft's ISV partners and HQ product developers and marketing teams
- Put together high quality content and a training curriculum for Developer Evangelists; worked with corporate executives and product teams to write and shape the sessions they delivered during our bi-annual, in-person, full-day team-building events

Windows Enterprise Management Division - 2005 - 2006

Excell Corporation for Microsoft Corporation, Redmond, WA

Provided Microsoft executives, senior staff and product development teams with qualitative and quantitative primary data about customer use and perceptions of Windows Server software tools.

- Managed several market research vendors to conduct primary research that quantified the money saved by customers that used Windows Server tools to manage Windows desktops
- Analyzed collected data from over 150 customer organizations; compiled trends and summaries for HQ product development teams
- Wrote 13 marketing customer case studies based on collected data that highlighted the reliability, security and business value of Windows Server

**Systems Specialist – University of Delaware**

**1994-1998**

University of Delaware Library, Newark, DE

- Taught a one-credit course on Research Methods to undergraduates
- Consulted with and taught three 90-minute workshops a week for faculty on Internet resources for their classrooms
- Created an online web tutorial for undergraduates on library resources

**Peace Corps Volunteer – US Government**

**1989-1990**

United States Peace Corps, Liberia, West Africa

Represented the United States government's Peace Corps' grassroots economic development initiatives.

- Lived in a local village alongside Liberians with no electricity and no running water
- Travelled to local farms on a regular basis to build trust and to teach Liberian farmers how to build fresh-water fisheries

**EDUCATION**

Cornell University, Ithaca, NY

- B.S., Communication Arts

Syracuse University, Syracuse, NY

- MBA coursework in Marketing, Accounting, Management and Entrepreneurship; 3.8 GPA

University of Illinois, Urbana-Champaign

- MLS, Library & Information Science