
James A. Severson, Ph.D.

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PROFESSIONAL EXPERIENCE

PINNACLE REACH, LLC

FRANKLIN, WI

President/CEO

2009 to Present

Recognized expert who lectures and advises on topics related to commercialization including innovation strategy, technology management, company creation, conflict of interest, due diligence, commercialization strategy, technology valuation and licensing, formation and organization of technology commercialization offices, and metrics for technology commercialization.

Pinnacle Reach:

- Advises and supports organizations for strategic planning for technology commercialization and innovation initiatives.
- Advises and supports organizations in the updating of policies that impact commercialization and innovation.
- Provides valuation, assessment, and marketing services to academic technology commercialization offices.
- Develops intellectual property strategies and commercialization plans for early-stage discoveries.
- Provides interim management for early-stage companies or technology commercialization offices that are in leadership transition.
- Assists with transactions with academic institutions.
- Serves as an expert witness in litigation.

VERATECT CORPORATION

KIRKLAND, WA

Vice President, Global Networks

2008 to 2009

Veratect provides timely information to governments and corporations of emerging diseases or events of civil unrest that may affect the safety of people and disruption of commercial activities. Responsible for the development and long-term maintenance of effective networks with third parties to assist Veratect situational awareness operations in the assessment and confirmation of events.

UNIVERSITY OF WASHINGTON

SEATTLE, WA

Vice Provost, Intellectual Property and Technology Transfer

2003 to 2008

Responsible for all aspects of technology transfer from a public university with FY 2008 research expenditures of over \$1.0 billion. Managed a staff of over 50, including three directors and 18 licensing professionals.

- Rebuilt the office - improved all significant metrics 2003 to 2008: licenses and options +125% (91 to 205), invention disclosures +75% (199 to 349), patent applications +80% (123 to 222), revenue +172% (\$17.3M to \$47.1M), 50 companies started.
- Established the Technology Gap Innovation Fund to accelerate the development of promising inventions - 37 projects funded in first three years of initiative.
- Created LaunchPad – an initiative to catalyze company starts using teams from the local business and venture community to mentor faculty and facilitate business planning and networking.
- Helped lead a university-industry-government collaboration that successfully changed state statutes to enhance the climate for technology transfer activity and start-up company formation.
- Advisory responsibilities
 - Member, Steering Committee on Technology Commercialization, Washington Economic Development Commission (2004 to 2005).
 - Member, Advisory Board for the Center for Innovation and Entrepreneurship, University of Washington, Foster School of Business (2004 to 2008).
 - Member, Board of Directors, Washington Biotechnology and Biomedical Association (2005 to 2008).
 - Member, Executive Committee (2005 to 2008).
 - Co-chair of Working Group on Technology Commercialization for the WBBA State-Wide Life Sciences Strategy (2005 to 2006).
 - Co-chair, Enterprise Committee (2007 to 2008).
 - Member, Board of Directors, Washington Technology Center (2005 to 2008).
 - Member, Steering Committee, Washington Nanotechnology Initiative (2004).
 - Member, Board of Directors, enterpriseSeattle (2005 to 2008).

CORNELL RESEARCH FOUNDATION, INC.

ITHACA, NY

President

1999 to 2002

President of the wholly owned subsidiary of Cornell University responsible for technology transfer from the Ithaca campus and Weill Medical College of Cornell University. Managed a staff of over 20 people, including 8 licensing professionals.

- Improved all significant metrics 1999 to 2002: licenses and options +30% (63 to 82), invention disclosures +20% (177 to 213), patent applications +14% (167 to 191).
- Formed Venture Creation Group.
- Chaired the Cornell Economic Development Working Group.

UNIVERSITY OF MINNESOTA

MINNEAPOLIS, MN

**Director, Health Technologies, Patents & Technology
Marketing**

1995 to 1999

Developed and managed the Health Technologies division of Patents & Technology Marketing which licensed inventions from the Academic Health Center of the University of Minnesota.

- Over 100 licenses and options completed, started 10 companies with Academic Health Center technologies.
- Measured the economic impact of licensing and start-up activities: \$1.6 Billion invested to develop University of Minnesota technologies, 2500 jobs created.
- Formed the Venture Development Committee with the Carlson School of Management to stimulate company starts.
- Managed the Technology Evaluation Council, an external advisory group of venture capitalists and business leaders.
- Managed the North Star Research Foundation Innovation Research Fund, a program to provide gap funding to promising, early-stage inventions.
- Key role in the strategic planning for the creation of the Research Services Organization in the Academic Health Center.

Assistant Director, Office of Patents & Licensing

1990 to 1995

Responsible for the licensing inventions from the Health Sciences and Agricultural Sciences. Evaluated the commercial potential of new invention disclosures, determined the patentability of commercially significant invention disclosures, and marketed and licensed inventions to industry.

AMERSHAM CORPORATION

ARLINGTON HEIGHTS, IL

**Manager, Pharmaceutical Market Development
New Market Development**

1989 to 1990

Marketed and promoted Amersham products to the pharmaceutical industry. Identified, assessed, and licensed product opportunities for the pharmaceutical industry. Served as U.S. representative on the Pharmaceutical Initiative Working Party at Amersham International: represented the U.S. perspective and interests to European and Japanese counterparts. Managed the Technical Assessment Laboratory.

Assistant Manager, New Technology Assessment, Biomedical

1986 to 1988

Responsible for the identification, assessment, and licensing of product opportunities in the life sciences. Identified product opportunities, assessed the technical merits of products, and negotiated license agreements and contracts on the technologies and products identified. Provided the specification of new products to Development. Identified, enlisted, and managed appropriate consultants.

UNIVERSITY OF SOUTHERN CALIFORNIA
SCHOOL OF MEDICINE

LOS ANGELES, CA

Assistant Professor, Department of Psychiatry and the Behavioral
Sciences

1980 to 1986

EDUCATION

B.S. Iowa State University, Ames, Iowa, (Zoology, 1973).
Ph.D. Iowa State University, Ames, Iowa, (Physiology, 1977).
Postdoctoral Department of Biological Sciences and the Andrus Gerontology Center,
University of Southern California, Los Angeles, CA, (1977 to 1980).

PROFESSIONAL ORGANIZATIONS

Association of University Technology Managers (AUTM)
Central Region Vice President (1997 to 1999).
President (2000 to 2001).
Public Policy Committee (2003 to 2008).
Bayh-Dole Award (2005).

Council on Governmental Relations (COGR)
Board of Directors (2001 to 2003, 2005 to 2008).
Contracts and Intellectual Property Committee (2001 to 2008).
Chair (2005 to 2008).
Executive Committee (2005 to 2008).
Conflict of Interest Working Group (2002 to 2004).
Presidential Selection Advisory Committee (2005).
AAU/COGR Working Group on Patent Reform (2005 to 2008).

Licensing Executives Society
Certified Licensing Professional, 2008 to present.

National Council of University Research Administrators (NCURA)
Co-Chair of conference, *University-Industry Collaboration: Partners in the Research Enterprise*
(2002).

Federation of American Societies for Experimental Biology (FASEB)
Member, Steering Committee, *Shared Responsibility, Individual Integrity: Scientists Addressing
Conflict of Interest in Biomedical Research* (2005).
Member, Steering Committee, *Shared Responsibility, Individual Integrity II* (2006 to 2007).

POLICY AND ADVISORY ACTIVITIES

- Testimony at hearing on “Genes and Other Genomic Inventions” before the Subcommittee on Courts and Intellectual Property of the U.S. House of Representatives Committee on the Judiciary, June 13, 2000.
- USDA – National Agricultural Research, Education, Extension, and Economic Advisory Board, testimony on university licensing practices and economic development, October 2001.
- National Academy of Sciences – Committee on Partnerships in Weather and Climate Services, testimony on university commercialization, February 2002.
- Advisory Board of the Upstate Alliance for Innovation, 2000 to 2003. The Upstate Alliance for Innovation was a collaborative program between the University of Buffalo, the University of Rochester, and Rochester Institute of Technology funded by the NSF Partnerships for Innovation program to enhance entrepreneurship and the awareness of commercialization opportunities of faculty.

- Member of Peer Review Panels
 - University of Michigan – 1997.
 - University of Missouri – 1998.
 - Michigan State University – 1999 (chaired panel).
 - University of Massachusetts – 2001 (chaired panel).
 - Lawrence Berkeley National Laboratory – 2006.
 - Iowa State University Research Foundation – 2006.
- Testimony to Washington State Legislature
 - Senate Committee on Technology & Communications, “Technology Transfer at the University of Washington”, January 30, 2003.
 - Senate Committee on Economic Development, “The Role of University Research in Economic Development”, February 28, 2003.
 - Senate Committee on Higher Education, “Technology Transfer at the University of Washington”, April 3, 2003.
 - House Committee on Trade & Economic Development, “The Economic Impact of Research at the University of Washington”, January 22, 2004.
 - House Committee on State Government Operations and Accountability, testimony in support of amendments to the State Ethics Act, 2005.
 - House Committee on Higher Education, “The Commercialization of Research at the University of Washington”, February 1, 2007.
 - House Committee on Appropriations, “Technology Transfer at the University of Washington”, January 21, 2008.
- National Academy of Sciences, Government University Industry Research Roundtable, University Industry Congress (2003 to 2005).
- Institute of Medicine, external reviewer on report “Shortening the Time Line for New Cancer Treatments”, 2004.
- National Academy of Sciences, external reviewer on report “Patenting and Licensing of Genomic and Proteomic Innovations”, 2005.
- United States Patent and Trademark Office, Mission to the Moroccan Industrial and Commercial Property Office, 2011.

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- Pennsylvania Department of Health, peer reviewer, Diagnostics for Small Businesses and Universities, 2012.
- Life Sciences Discovery Fund, State of Washington, review of commercialization grants, 2010 to 2013.

OTHER ACTIVITIES

- Member, Board of Directors, Golden Pine Ventures (2004 to present).
- Member, Board of Directors, Washington State University Research Foundation (2003 to 2012).
- Member, Board of Directors, University of North Dakota Research Foundation (2010 to 2016).

REFERENCES: Available on request.

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