

Use of Consultants in Technology Transfer

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Technology Transfer Professionals: Multitasking Gurus

The broad mandate of university technology transfer offices (TTOs) is to evaluate and selectively nurture early-stage technologies through the developmental stages of maturity. In the process of taking ideas to market, the technology transfer professional has to play several roles—friend (or foe), philosopher, investor, board member, and mediator. This is in addition to being a willing graduate student in every discipline in which the university performs research, with the purpose of becoming an expert in the given field of the disclosure in less than a week.

From Concept to Commerce: The Consultant's Role

Consultants as a breed bring their own jargon, baggage, and approach. In addition though, consulting firms pride themselves on having a team of highly motivated, focused, well-trained, and experienced problem-solvers. The daily routine of a consultant involves solving multidimensional problems ranging from technology to market challenges. Often, these challenges are layered within organizational, systemic, and team issues. These solutions are as applicable to a TTO as any corporate entity.

Consulting firms, by virtue of their professional environs, are forced to keep a close ear to the ground and diligently track emerging trends in the technology markets. The value of early-stage technologies in shaping the future can never be underestimated. As a consultant, the value attached to technology innovation is clearly evident across the array of companies of various sizes and stature, irrespective of whether they are year-old startups or corporate behemoths. Market differentiation is a key motivating factor for

companies to continuously hunt for novel technologies and develop new products and features to stay ahead in the highly competitive environment.