

Curriculum Vitae: Gordon McConnachie.



Date of Birth: 25 July 1948.
Citizenship: United Kingdom.
Resident: Germany.
Specialisation: Innovation Management,
Intellectual Property Management
Intellectual Asset Management.
Intellectual Capital Management

Current Position: 1. Independent consultant advising on the extraction of value through the application of an intellectual asset and capital management (IA&CM) approach
2. European based affiliate of the Intellectual Capital Management Group, Palo Alto, California, USA (www.icmginc.com)
3. Board Chairman of The National Intellectual Asset Centre, Scotland.

Previous positions: Director of Intellectual Asset Management Services Europe with PricewaterhouseCoopers, London. September 1999 - October 2001.
Intellectual Assets and External Technology Manager Dow Chemical Europe from July 1993 until August 1999.
Research and Development Manager Dow Europe Thermoset Resins Business from August 1986 until July 1993.
Research and Development Manager for Dow Europe Fabricated Products Business from April 1983 until July 1986.

Various positions in Research with Dow Europe Thermoplastic Resins Business from August 1976 until March 1983.
Process Research Engineer with Rohm & Haas Company from September 1974 until July 1976.
Postdoctoral Research Fellow in the Royal Society Exchange Programme at the Max Planck Institute for Medical Research, Heidelberg, Germany from August 1973 until August 1974.

Qualifications: Bachelor of Science (1st Class Honours/Gold Medal) Chemistry 1970
Doctorate in Philosophy (University of Aberdeen/UK) 1973
Fellow of The Royal Society of Chemistry of London
Member of The Licensing Executives Society

Languages: English - fluent
(Spoken/Read) French - good/fluent
German - good/fluent
Dutch - good/good

Key experience:

Gordon McConnachie, building on an extensive experience in R&D and Business Management, has specialised in the active management of intellectual assets within businesses, since 1993. Intellectual Asset Management (IAM) is the leveraging of the recorded knowledge assets of organisations to create value. Hands on industrial experience was gained from 1993 until 1999 within The Dow Chemical Company, where Gordon built up and led intellectual asset management services within Dow Europe and was a key member of the team which then developed and implemented the global intellectual asset management process. From September 1999 until October 2001 this experience was augmented as Director of Intellectual Asset Management Services Europe for PricewaterhouseCoopers where Gordon was charged with constructing a business to provide IAM Services to customers in Europe.

Since November 2001, Gordon has run an independent consultancy based around the provision of advice and training in innovation and intellectual asset and capital management, affiliated with the leading intellectual capital management consultancy iCMG. The generic nature of the intellectual asset management processes means that he works across all industrial sectors: the work ranges from the identification and inventorying of intellectual assets through to the leveraging of these assets for value. Gordon has worked in all major European countries, including Central and Eastern Europe, and in the USA. He lived in continental Europe (France, Germany, and The Netherlands) from 1976 to 1999 and since 2003 lives once more in Germany.

As one of the knowledge leaders in intellectual asset management, Gordon has presented extensively on the subject, both in the UK and internationally, and is the author of several published articles. He is past chairman of the Intellectual Property Protection Special Interest Group of EIRMA (European Industrial Research Management Association).

Industrial Experience.

Gordon has over twenty-five years' experience of research, business and intellectual asset management within industry, which includes:

- Creation of and leadership of a European Intellectual Assets Management Service within a large multinational company,
- Co-development of a Global Intellectual Assets Management Service within a large multinational company,
- Business and R&D Team Leadership of European Businesses within a multinational chemical company ,
- Evaluation of the Patent and Technology Portfolio of an Eastern European acquisition partner and insertion of the intangible assets into an operating global organisation,
- Advising corporate decision makers on leveraging business intellectual assets,
- Actively out-licensing technology including software,
- Evaluation of technology value for business scenario planning,
- Management of trans-national research activities and research teams,
- Management of international consortium research programmes under European Commission funding, and
- Delivery of accredited training at management level in Situational Self-Leadership (Blanchard Training & Development Product).

Consulting experience:

- Advised the Scottish public sector on the intellectual asset management process that will be used in the intermediate technology institutes recently created to stimulate conversion of fundamental research into business successes.
- Advised a multinational food products company on the positioning of its patent and technology portfolio, and the management of its intellectual assets.
- Advised a multinational company in the content protection field on market opportunities available from new technology and patents.
- Advised a start up high technology company on portfolio options and opportunities for creating a new approach to energy generation.
- Advised the innovation division of an established company in the heavy industrial sector on the development of technology from concept to commercialisation, and designed a stage gate process to select successful opportunities.
- Advised the business development division of a Pharma company on the role of technology and patents in the projected sale of a division.

- Advised a large company in the telecommunications sector on the relative competitive position of a portfolio of patents available for license or sale.
- Conducted a study on behalf of a large agriculture company on the benefits of a cross industry benchmark to capture best practice in licensing of technology.
- Advised a medical products company on the role of patents in the valuation of the company for IPO.
- Advised a shared services company on the opportunities to be derived from business methods patents.
- Co-designed a procedure to capture the mission critical intellectual assets of a multinational company in the industrial gases sector during a European Commission regulated take-over.
- Assessed a project for efficient intellectual capital sharing in the financial services sector on behalf of the European Commission.

Conference Presentations:

1. “Innovation and Human Capital: The Basis of Intellectual Capital”, presented to the 6th Asia Pacific Knowledge Management Conference in Hong Kong on 18th November 2004.
2. “Finding Markets - Combining Competitive, Market and Patent Information to Create Value from Innovation”, Europe Asia Patent Information Conference, Singapore, 5th March 2004.
3. “Intellectual Asset Management in Companies”, TII Summer School, School of Sciences, University of Minho, Guimaraes, Portugal, 15 September 2003.
4. “Intellectual Assets in a Business Framework”, UN/ECE Advisory Group for the Protection and Implementation of Intellectual Property Rights for Investment, Seminar on Valuation and Commercialisation of Intellectual Property Rights in Serbia and Montenegro, Chamber of Commerce of Belgrade, 27 March 2003
5. “What kind of tools are used to conduct intellectual asset management and competitive intelligence?”, LES Benelux All-Day Topic Meeting on Due Diligence and Evaluation of IP Assets, Rotterdam, The Netherlands, 27 November 2002.
6. “Profiting from Intellectual Assets”, Scottish Enterprise Ayrshire, Kilmarnock, Scotland, 10 September 2002.
7. “IP Valuation – A Value Judgement”, address and discussion at LES Britain and Ireland Meeting, Cambridge, UK, 28 June 2002.
8. "Transfer of Chemistry Related Technologies: Creating Value by Leveraging Intellectual Assets", LES European Conference, Sankt Petersburg, Russia, September 2001.
9. “Diamonds in the Snow – Identifying Key Intellectual Assets and Managing them for Value”, Intellectual Asset Management Congress 2001, Gleneagles Hotel, Auchterarder, 27th February 2001. See also <www.iaequality.co.uk>

10. "Valuing Knowledge Management", Company Valuation Conference. The Swallow International Hotel, Cromwell Road, London, 28-30 June 2000
11. "Managing an Intellectual Capital Portfolio – A work in progress". London, 8 September 1999
12. "Intellectual Asset Management – Cradle to Grave", LES Annual Conference. Glasgow School of Art, 8-9 July 1999
13. "Intellectual Asset Management: A Best Practice", Managing and Transferring Best Practices in Innovation, Leadership and Knowledge. London, 8-9 June 1999
14. "Intellectual Asset Management: How do Intellectual Capital, Value Brands and Other Intangible Add Value", Value '99 Conference. Hilton Regent's Park, London, 26-27 April 1999
15. "Intellectual Assets-Management Kernwissen aus Patenten fixieren und für das eigene Unternehmen nutzbar machen", Die neue Patentabteilung Conference. Frankfurt, 14 April 1999
16. "Value Creation from Intellectual Asset and Intellectual Capital Management", Knowledge Management in R&D Conference. Charing Cross Hotel, London, 13-14 April 1999
17. "How Dow Chemical Company manages its intellectual assets on a global scale", Knowledge Management for Chemicals '98 Conference. Grand Westin Demeure Hotel, Amsterdam 17-18 November 1998
18. "Value Management: The role of intellectual assets and capital", Making Innovation Happen Conference. Brussels, 17-18 September 1998
19. "Measuring and Managing Intellectual Assets as a Source of Value Creation", Performance Measurement for Knowledge Management. One Whitehall Place, London, 28-29 June 1998
20. "Dow's Approach to Harvesting True Value from Knowledge Management", Effective Knowledge Management Conference. The Westbury Hotel, Dublin, 31st October 1997
21. "Measuring the Business Value of Intellectual Assets", Turning Knowledge into a Corporate Asset Conference. London 8-9 October 1997
22. "Intellectual Asset Management – Delivering Value to the Business", Using the Balanced Business Scorecard Conference. The Selfridge Hotel, London, 23-24 September 1997
23. "Intellectual Asset and Capital Management at Dow Chemical", International Symposium on Joint R&D and Valuation of Technology Conference (LES), 21-22 May 1997, Frankfurt/Main
24. "Dow's Approach to Harvesting True Value from Knowledge Management", Creating Value Through Effective Knowledge Management Conference. The Berners Hotel, London W1, 28 February 1997

25. "Intellectual Asset Management – Delivering Value to the Business", Business Performance Measurement Conference. London 19-20 February 1997
26. "Addressing the Value of Cross Industry Benchmarking", Knowledge Management 96 Conference, The Park Lane Hotel, London, 3-4 December 1996

Publications

1. Gordon McConnachie and Neil Hargreaves, "Measuring Intellectual Capital", Gee Handbook of Performance Measurement, GEE Publishing Ltd., London, July 2001.
2. Gordon McConnachie, "Dow Chemical : Les Brevets d'Abord". Les Echos Industrie, May 1999, pp. 57
3. Gordon McConnachie, "Knowledge Management". Ark Publishing, January 1998, Volume 1, Issue 3, pp. 5-8
4. Gordon McConnachie, "The Management of Intellectual Assets: Delivering Value to the Business". The Journal of Knowledge Management, September 1997, Volume 1, pp. 56-62
5. Gordon McConnachie, "Dow's Quest for Intellectual Value". Measuring Business Excellence, 1997, Volume 1, No 2, pp. 18-22
6. Alexander R. Forrester, Joseph D. Fullerton and Gordon McConnachie, "Nitroxide Radicals. Part 21. Spontaneous Decomposition of N-Aryl 1- and 2-Naphthyl Nitroxides". J. Chem. Soc. Perkin Trans. I, 1983, pp. 1759-1764
7. G. McConnachie and F.A Neugebauer, "On the Cyclisation of N-Alkylformazans to Leucoverdazyls (1,2,3,4-Tetrahydro-s-Tetrazines)". Tetrahedron, 1975, Volume 31 pp. 555-560
8. Alan Calder, Alexander Forrester and Gordon McConnachie, "Nitroxide Radical. Part XIV. Decomposition of 1- and 2-Naphthyl t-Butyl Nitroxides". J. Chem. Soc. Perkin Trans. I, 1974, pp. 1759-1764.