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TECHNOLOGY MONTHLY

Brown retooling Web site to promote licensing

By Marion Davis
PBN Contributing Writer

Five months ago, Katherine Gordon joined Brown University as managing director of the Technology Ventures Office, charged with boosting the university's role in developing, transferring and commercializing technologies emerging from its labs.

Gordon's job is to work with the financial community, entrepreneurs, companies and Brown's partner hospitals, making licensing deals and planting the seeds for new startups.

A veteran of the biomedical industry and, most recently, of Harvard University's Office of Technology Development, Gordon came to Brown with a real expertise in this field - but she's also had to adapt to a smaller, less resource-rich market.

Gordon recently spoke with Providence Business News about her experience so far, Brown's priorities and where she sees the most potential.

PBN: Where do you see some of the best opportunities at Brown?

GORDON: We've got several cores of excellence: nanotech, huge areas of expertise in computer science, biomedical engineering, energy initiatives. Those are just some examples, and building up relationships in those areas is one of our goals.

PBN: And you're not starting from scratch, right? Some of these researchers have a fair amount of experience with commercialization?

GORDON: Oh sure. The office historically has started companies, licensed to startup companies, and also licensed to larger companies. It's done a bunch of deals. But the fact is that we are poised to be more out-looking or marketing-focused. We're aiming to bring in companies and investment groups that focus on other core areas, like Boston and New York, and say, Brown also has a lot of expertise and may be flying below the radar screen. So we really think we can do that better.



Gordon



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PBN: What are some good startups that have come out of Brown recently?

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