

Professional Development for College-Based Industry Liaisons



Deborah Thompson, PhD

“Help me build deep and enduring relationships with our industry partners.”

Steve Lommel, 2014

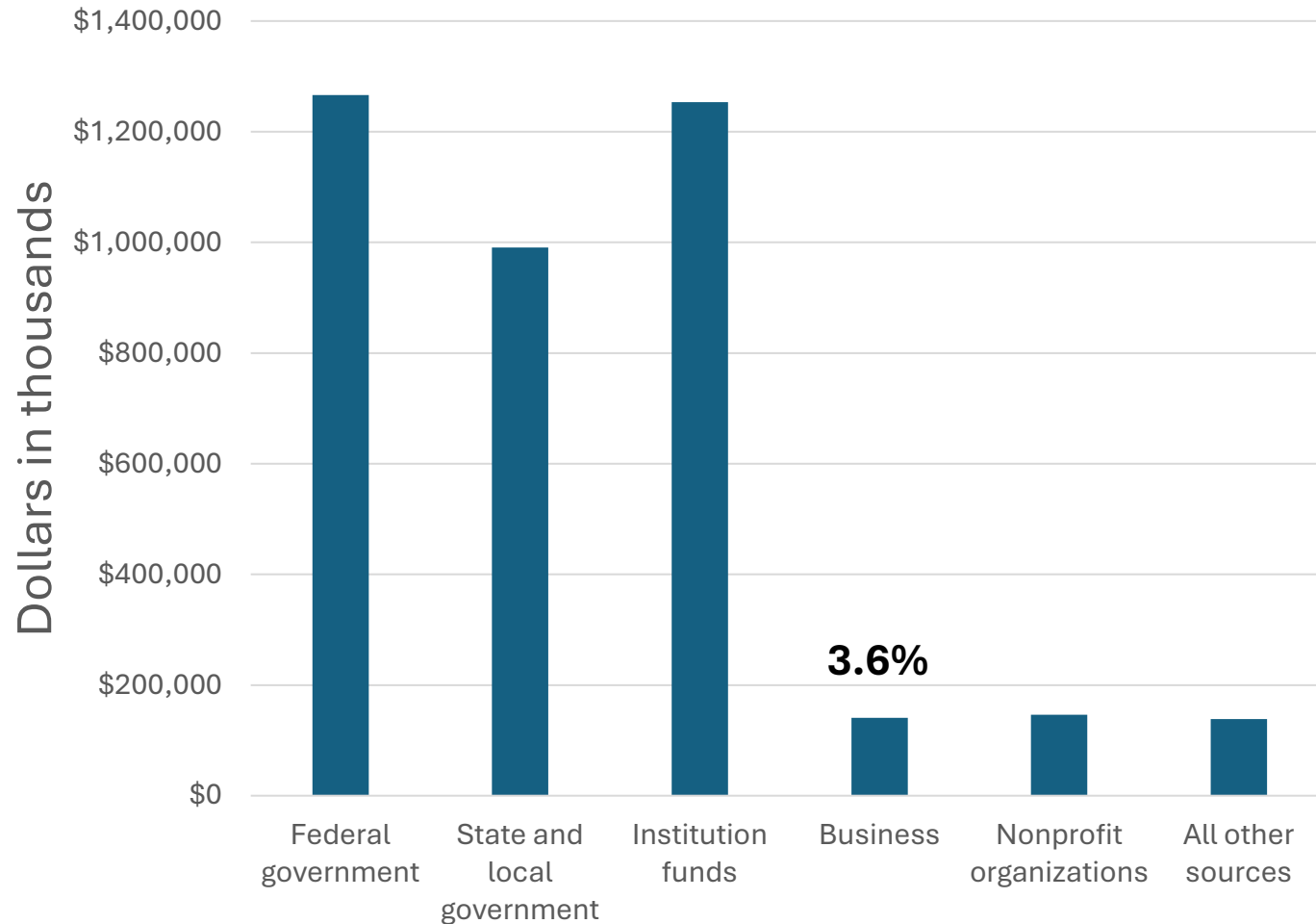
What Training Already Exists?




Why should the college engage with industry in the first place?

- Federal funding success rates are declining
- Average age of receiving first RO1 grant is increasing
- Foundations can help fill the gap but they are not enough
- Industry informs academic research
- Increased commercialization potential
- Connect graduates to industry
- Industry letters of support and collaboration for proposals

R&D expenditures in agricultural sciences FY 2022



\$140,477 from business
\$3,935,731 total R&D
expenditures in ag



What am I
offering?

Focused training for the college-based partnership developer or faculty who want to increase their interactions with industry partners.

Why me?

- Ten years of ag-specific partnership experience
- Deep relationships with top tier ag companies
- Hundreds of successful industry visits
- Novel programming
 - Emerging Research Showcase series
 - Student/postdoc 2 Minute Pitch
 - Faculty Pitch Prep

How Can I Help?

- Why Partner With Industry?
- Consortia: the good, the bad, and the ugly
- Enhancing Faculty Success in Presentations to Industry
- Building a Successful Industry Visit
- Effectively Showcase Faculty Expertise
- The 2 Minute Pitch: industry connections that land jobs
- Responding to Industry Needs

Ag & Life Science reinvents itself, experiments with innovation

- To stimulate innovation, Ag & Life Science companies have to reinvent themselves, looking outside their walls for early stage compounds.
- To discover more drugs for a lower cost, Ag & Life Science companies must get creative, moving closer to academia and start-ups.



