

Speaker Biography: Damon C. Matteo



With a career spanning nearly twenty years in international intellectual capital management and commercialization, Mr. Matteo has acquired extensive experience in the strategic management of corporate intellectual capital assets: from optimizing their creation and capture, to extracting maximum value from them through vehicles such as licensing, assertion and spin-outs. Dedicated to research in advancing the theory and best-practice of ICM, Mr. Matteo is also a frequent lecturer at universities and professional organizations in the USA, Asia and Europe.

Currently Vice President of the Palo Alto Research Center, Mr. Matteo is chartered with the direction of all aspects of PARC operation which touch intellectual capital: including research targeting, strategic management of IP assets, IP administration, legal operations and on the value-extraction side employing such vehicles as licensing, assertion, spin-outs and direct-to-product commercialization. Previously at Hewlett-Packard, where he was brought in to create and manage a world-class licensing organization, Mr. Matteo directed intellectual property licensing for all of Hewlett-Packard. Prior to joining Hewlett-Packard, Mr. Matteo served as president of Savanteque Intellectual Capital Management: a technology management consulting firm specializing in intellectual capital management. With regard to international experience, Mr. Matteo has also lived and worked for several years in Asia and Europe. In addition to his private sector work, Mr. Matteo adds experience with national laboratories and universities to his palette of skills. In terms of technical domains, Mr. Matteo includes microelectronics, materials, MEMS, internet/e-commerce, information/visualization systems and software as industries in which he has developed and implemented intellectual capital management strategies designed to optimize returns on intellectual capital assets. Some his "tools of the trade" in these efforts include:

- Intellectual Capital Management
- Technology Licensing (In & Out)
- Strategic Alliances & Collaborative R&D
- Innovation & ICM Strategies
- Offensive Patent Assertion & Infringement Defense
- Spin-Outs, IPOs, M&A And Divestitures

Using these skills, Mr. Matteo has successfully completed transactions representing organizations in the US, Europe, and Asia, ranging in size from Fortune 500® companies to start-ups, as well as universities and national laboratories. Aside from their strategic benefits, a number of these transactions were themselves each valued at over US\$100 million. Mr. Matteo's operational experience includes establishing world-class ICM functions for companies and universities – along with all of the enabling strategic, human capital, policy/process, and analytic capabilities.

In addition to his professional experience:

- **Awards & Recognition:** Recipient of a number of professional awards including being named to *Managing Intellectual Property Magazine's* international "Fifty Most Influential People In Intellectual Property", the "National Technology Transfer Excellence Award" given by the US Federal Government, the "R&D 100 Award" by R&D Magazine and was showcased in the technology transfer magazine *NewsLink*, as their "Profile In Excellence". Chosen as a *Senior Distinguished Fellow* with the *Center For Advanced Technology*, researching topics in high-technology intellectual asset creation and value extraction. In an international vein, serving on the *Board Of Directors* for the *European Center For Intellectual Property Studies*. Selected to be principal industry expert on intellectual capital for both the *US Security & Exchange Commission (SEC)*, and also the *United Nations*. Interviewed by publications such as the *Nihon Keizai Shimbun* and *Intellectual Asset Magazine*. A recognized ICM expert, Mr. Matteo has served as an expert witness in ICM related matters for legal proceedings.
- **Lectures:** A frequent speaker, Mr. Matteo's lectures on topics including intellectual capital management, innovation strategies, creation of intellectual property assets, valuation and commercialization strategies including licensing, assertion, spin-outs and M&A. Organizations include the *University of California, MIT, Stanford University* as well as universities in Europe and Asia, and such organizations as the *Wall Street Journal, Licensing Executives Society, Intellectual Property Society, Management Roundtable, Venture Capital Task Force, Association of University Technology Managers*, and the *Association Of Federal Technology Transfer Executives*.