

Melba Kurman

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I am an author and technology analyst. I write and speak about emerging technologies; my second area of expertise is in university intellectual property strategy. My firm, Triple Helix Innovation, LLC advises universities and companies on technology development strategies.

BOOKS, ARTICLES, TALKS and WORK EXPERIENCE

Books

- ***Fabricated: The New World of 3D Printing.*** International best seller in non-fiction. Translated into Chinese, Korean, German, Hebrew, Japanese and Arabic. *Fabricated* was featured in Barnes & Noble bookstores and reviewed or covered by the CBS Morning Show, Delta Sky Magazine, *BusinessWeek online*, the Glenn Beck show, *CNN*, *Science News*, *Industry Week* and other blogs and major print publications.
- ***Tech Transfer 2.0: How universities can unlock their patent portfolios and create more tech startups.*** Tech Transfer 2.0 is a collection of essays about U.S. research universities and how they manage the inventions and patents generated by billions of dollars of federal funding. University research is the core of many life-saving medical technologies and pharmaceuticals and disruptive technologies such as the CT scan, Google search, Gatorade, and Allegra.
- ***Factory@Home, the emerging economy of personal manufacturing.*** White House Commissioned Report and Occasional Paper, 2011,

Articles

- "Where are the Autopilot Lanes for Driverless Cars?" LiveScience online, November, 2013.
- "Why Patents won't kill 3D printing Innovation," LiveScience online, July, 2013.
- "Is Eco-Friendly 3D Printing a Myth?" LiveScience online, July 2013
- "How 3D Printing Will Transform Chinese Manufacturing." LiveScience online, July, 2013.
- "The next front in the gun control debate -- how to handle 3D printed guns." *Fox News*, February 13, 2012
- Kurman, Melba. "An index-based measure of university technology transfer," (2011). *International Journal of Innovation Science*. (3): 167-176.
- Kurman, Melba. "Why Faculty Tenure Matters to the University Innovation Ecosystem," (December, 2011). *NCURA Magazine* (63): 20-21.
- "[The Benefits of Partnering with Universities in the Era of Open Innovation](#)," published online on May 12, 2011 on *InnovationManagement* magazine

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Invited Talks

- Invited speaker, “3D Printing in an IP Intense World,” American Intellectual Property Law Association (AIPLA), December, 2013
- Invited speaker, Cornell University Alumni Event, Cornell Club, New York, NY, December, 2013
- Invited speaker, Taking Shape: Additive Manufacturing Summit, hosted by Bemidji State University, Minneapolis, MN
- Invited speaker, 3D Printing and Intellectual Property Conference, Center for Law in the Information Society of Leiden University (the Netherlands), November, 2013
- Invited keynote speaker, INDA, Association of the Nonwoven Fabrics Industry Annual Conference, Denver, CO, October, 2013
- Invited panel participant, “3-D Printing: Economic Development, Regulatory and other Public Policy Issues,” New York State Assembly, New York, New York, September, 2013.
- Invited speaker, “3D-Printing: The Good, the Bad, and the Science,” AAAS Luncheon, Washington, DC, September 2013.
- Invited speaker, “The Ten Principles of 3D Printing,” Inside 3D Printing Conference, San Jose, California, September 2013.
- Invited speaker, “3D Printing: a new industrial revolution?” Northwestern Polytechnical University, Xi’an, China, July 2013
- Invited speaker, Forum on Additive Manufacturing, Beijing, China, June 2013
- Invited speaker, “Zero: How 3D printing shrinks key cost barriers to nearly nothing.” Cornell Engineering Alumni Annual Meeting. Washington, D.C. May, 2013.
- Invited speaker, U.S. Council on Competitiveness Regional meeting, “The next industrial revolution? Maybe,” April, 2013, Oak Ridge Tennessee.
- Invited speaker, “Next Generation Market Makers: Startups and 3D printing.” Inside 3D Printing conference. Javits Center, New York, April 2013.
- TedX Vermont, 2012. Invited speaker. “3D printing and Ultra-large Systems of Manufacturing”
- Invited guest lecturer, Cornell University, “3D Printing and the product development process, Fall 2012
- Invited keynote speaker at the university technologies track at the Discovery 12 conference in Toronto, Canada’s largest innovation showcase and conference, June, 2012
- Moderator and keynote speaker at a the session, “Rapid prototyping - how increasing the productivity of your company decreases the time to market, “ Discovery 12 Conference, Toronto, June, 2012
- Invited breakout session leader and Steering Committee member, International Commercialization Forum 2012, hosted by Ontario Centres of Excellence in Toronto, Canada, March, 2012
- Invited participant, "Technology Commercialization Seminar," University of Utah TechVentures, March, 2012

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- Invited plenary speaker, "University technology commercialization: what lies ahead." ICAP Patent Brokerage Summit on Patent Monetization, San Francisco, November 16 & 17, 2011
- Invited speaker, "Open Source Hardware Legal Frameworks" at the [Open Hardware Summit](#) annual meeting, New York, NY, September 2011
- Invited guest lecturer, "The long tail effect of 3D printers on product design and marketing," Cornell CATALYST summer engineering camp, August, 2011
- Invited panelist, "[3D printing comes to the nation's capital.](#)" Public Knowledge Organization, April, 2011
- Invited speaker on *IP Marketing* webinar series, "[Internal Metrics and Benchmarking: New Era Measurement of TTO Performance and Impact](#)," March, 2011
- Invited lecturer, "From Idea to IPO" course at the New York Academy of Sciences, December, 2010
- Invited speaker, "Best Practices in Technology Transfer Marketing," National Council of Entrepreneurial Tech Transfer (NCTEC2.org), a prestigious webinar series that reaches over 150 participant organizations, May 2009
- Invited panel leader, "Best Practices in Technology Transfer," University Startups Conference 09, D.C. December 2009

Interviews & Professional Activity

- Interview on Living Lab, WGBH and WCAI, public radio in Boston and on Cape Cod, December, 2013
- Interview on Radio Times with Marty Moss Coane here at WHY FM (NPR Philadelphia.), December, 2013
- Interview with ABC News, "New 3-D Printer Makes Ladies Panties by the Millions," November 12, 2013
- Interview in *Aspire Magazine* (for Etihad Airways), "New Dimensions", October, 2013.
- Interview in *Delta Sky Magazine*, "3D Printing", August, 2013 issue.
- Interview in *China Entrepreneur Magazine*, July 5, 2013.
- Interview in *Beijing News*, July 3, 2013.
- Interview for CCTV (China's national television network) interview, China, June 2013
- *Wired UK* "Open source cola and the 'Napster moment' for the food business," April 15, 2013
- "3D Printing: the promise and peril of a machine that can make (almost) anything." *BigThink Webinar Series*, March, 2013
- Comments featured, *Campus Technology Magazine*, "Industry-funded software research goes open source," February, 2012
- Interview, *Tech Transfer Tactics* magazine, "U of Ulster's evaluation license allows a trial period to "test drive" technologies," January, 2012
- Feature interview, *Newlogic, Inc. blog*, "Patent reform's effect on the university tech transfer office and R&D organization," January, 2012

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- Comments featured, Tech Transfer Tactics magazine, “TTO patent strategies run the gamut, from ‘singles’ to swinging for the fences,” October, 2011
- Interview, NPR Marketplace, “Why shop the racks when you can just hit print?” Summer, 2011
- Interview, CNN Money, “3D Printers launch small businesses,” June, 2011
- Interview, Tech Transfer Tactics magazine, “Consider offshoring to improve staff efficiency, expand your business reach,” March, 2011
- Feature article and interview, Tech Transfer Tactics magazine, “Health index’ could help TTOs measure their impact,” January, 2011
- Founding member of the [International Commercialization Alliance](#), a new organization dedicating to developing better strategies to improve the way organizations manage innovative technologies
- Editorial board, *International Journal of Innovation Science*

WORK EXPERIENCE

President, Triple Helix Innovation, LLC

2010-present

- Author books and articles
- Provide expert advice and write custom reports on 3D printing and university innovation strategy to universities, businesses, regional governments and entrepreneurs
- Teach seminars about 3D printing
- Teach seminars about university technology transfer strategies, including best practices in technology commercialization, startup formation, licensing and marketing

Manager of Marketing & Outreach

2006-2010

Cornell Center for Technology Enterprise and Commercialization (CCTEC), Ithaca, NY

In a new position, over four years, I played a leadership role in identifying and implementing Cornell’s technology transfer outreach and marketing strategies, significantly raising Cornell’s visibility with on-campus and corporate partners.

- Created a consistent and professional organizational identity to promote Cornell’s invention portfolio and research resources, including an organization-wide visual brand for web sites, publications and business documents and data-driven organizational talking points
- Wrote high-quality marketing and technical content to sell our services to students, staff, faculty and alumni (newsletter, annual report and press releases)
- Built a comprehensive web marketing infrastructure to raise the visibility of Cornell technology commercialization services. This included a web site, search engine for inventions, an inventor portal, and three social networking sites for Cornell alumni and potential investors
- Acted as CCTEC’s spokesperson in press interviews

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**Product & Program Manager – Microsoft
Microsoft Corporation, Redmond, WA**

1999-2006

(I held 3 roles during my seven year tenure at Microsoft; listed below in chronological order)

Market Research Analyst, Microsoft Information Services – 1999 - 2001

Conducted market research and wrote analyses of market trends in the server and developer tools markets for product management teams.

Product Manager for Windows Server, Windows Marketing Division – 2001-2003

Served on the Windows Server Compete Team to educate and arm Microsoft executives and field marketing staff to respond to the business impact of Linux and open source software. Managed million-dollar market research projects.

- Created PR materials used company-wide for executives and field marketing such as talking points, a positioning framework, strategy presentations and sales briefs.
- Was the lead research analyst for Microsoft’s “Compete Team;” we hosted annual, half-day, comprehensive competitive strategy “deep dives” to educate top Microsoft executives about Microsoft’s leading competitors
- Managed a \$1.1 million Total-Cost-of-Ownership primary research study that shaped Microsoft’s Linux and Open Source strategies in the server space; study proved that Windows Server had lower operational costs than Linux
 - led virtual team of stakeholders across the company; defined study scope and focus
 - oversaw project staff of six analysts and 40 phone survey staff
 - screened and hired project consultants with expertise in server installation and support costs to analyze and validate collected data points
- Wrote the whitepaper of TCO analysis research results that demonstrated Windows Server cost less to run than Linux over a five year period. Served as the Microsoft lead on the world-wide PR campaign. The resulting report was covered by *Newsweek* magazine and downloaded more than an estimated million times from the Windows Server website
- Educated field sales and marketing teams on Windows Server competitive strategy and open source competitive threats
- Wrote regular email updates and sales briefs summarizing the most recent press and analysis on open source trends
- Travelled to Microsoft subsidiaries worldwide to present updates to regional server marketing teams about Microsoft’s open source software strategies

Microsoft Program Manager for International Developer Community Outreach, Developer Division – 2003-2005

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Built momentum and visibility for a new Developer Evangelist Role to develop relationships with Microsoft independent software vendors and collect product feedback for Microsoft product development teams.

- Defined role job description and performance review metrics; created role identity and shared mission
- Forged international, cross-team personal relationships with the 55 developer evangelists in this new role with daily conference calls, 5-10 quality email updates a day, a monthly newsletter, an internal portal and regular in-person visits and events
- Compiled and interpreted feedback about product features from over 100 independent software vendors worldwide; target products were Microsoft SQL Server, Windows Server, Visual Basic and Sharepoint Server
- Channeled high quality product feedback to the HQ product developers and marketing teams
- Travelled frequently to international subsidiaries to build goodwill and trust and to share information between Microsoft developer evangelists in the field, Microsoft's ISV partners and HQ product developers and marketing teams
- Put together high quality content and a training curriculum for Developer Evangelists; worked with corporate executives and product teams to write and shape the sessions they delivered during our bi-annual, in-person, full-day team-building events

Windows Enterprise Management Division - 2005 - 2006 (consulting at Excell Corporation for Microsoft Corporation), Redmond, WA

Did qualitative and quantitative research for Microsoft executives, senior staff and product development teams about customer use and perceptions of Windows Server software tools.

- Managed several market research vendors to conduct primary research that quantified the money saved by customers that used Windows Server tools to manage Windows desktops
- Analyzed collected data from over 150 customer organizations; compiled trends and summaries for HQ product development teams
- Wrote 13 marketing customer case studies based on collected data that highlighted the reliability, security and business value of Windows Server

Systems Specialist – University of Delaware

1994-1998

University of Delaware Library, Newark, DE

- Taught a one-credit course on Research Methods to undergraduates
- Consulted with and taught three 90-minute workshops a week for faculty on Internet resources for their classrooms
- Created an online web tutorial for undergraduates on library resources

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**Peace Corps Volunteer – US Government
United States Peace Corps, Liberia, West Africa**

1989-1990

Represented the United States government's Peace Corps' grassroots economic development initiatives.

- Lived in a local village alongside Liberians with no electricity and no running water
- Travelled to local farms on a regular basis to build trust and to teach Liberian farmers how to build fresh-water fisheries

EDUCATION

Cornell University, Ithaca, NY

- Bachelors of Science., Communication Arts

University of Illinois, Urbana-Champaign

- Master's, Library & Information Science, 3.9 GPA

Syracuse University, Syracuse, NY

- MBA coursework in Marketing, Accounting, Management and Entrepreneurship; 3.8 GPA

PROFESSIONAL RECOGNITION

- *Fabricated: the new world of 3D printing* was an international best seller in non-fiction. The book was translated into Chinese, Korean, German, Hebrew, Japanese and Arabic.
- Am a regularly invited speaker to industry events and high-profile conferences, including events hosted by the American Association for the Advancement of Science (AAAS), TedX Vermont, the Chinese Ministry, the U.S. Chamber of Commerce, the New York State Assembly and the U.S. Navy
- Voted "Top 40 Innovation Blogger" in 2011 and 2012 by nominations from readers of Innovation Excellence, one of the leading sites on innovative best practices
- My articles receive thousands of web hits amongst a global audience and have been syndicated on leading web publications such as *VentureBeat*, *Slashdot*, *BusinessWeek* online, *Science Progress*, and *Innovation Excellence*

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