OUTREACH PROGRAM MANAGER III Position Description
Center for Technology Commercialization (CTC) BUSINESS DEVELOPMENT AND TECHNOLOGY COMMERCIALIZATION CONSULTANT
DIVISION OF ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT

The Center for Technology Commercialization (CTC) operates within the University of Wisconsin-Extension (UWEX) as part of the Division of Entrepreneurship and Economic Development (DEED). Operations and programs are funded in part through grants from the Wisconsin Economic Development Corporation (WEDC) and the Small Business Development Administration (SBA).

The Center provides hands-on guidance and assistance primarily to early-stage, technology-based entrepreneurs to help them assess the feasibility of their ideas and access early funding sources such as the federal SBIR/STTR programs and angel capital. CTC also provides an important connection to specialty service providers to work with these early-stage businesses to help them achieve commercialization success.

DEED supports Wisconsin entrepreneurs and small businesses through the CTC and other programs. CTC provides hands-on business assistance services and links to consultants and other Service Provider network along with over 100 governmental and not-for-profit organizations that assist Wisconsin entrepreneurs to advance business and economic development across the state.

The Business Development and Technology Commercialization Consultant (formal title: Outreach Program Manager III) provides technical assistance to innovative, high-growth potential Wisconsin companies. As defined by CTC, a targeted high-growth potential company is innovative, has identifiable potential for high-growth, and the nascent potential to attract capital from outside the local community.

JOB RESPONSIBILITIES:

Responsibilities include providing technical business assistance counseling for targeted Wisconsin high-growth potential companies using LEANStart or other proven methods and works to assist firms in the acquisition of federal SBIR/STTR or other funding. The position also assists in the management of various CTC and DEED mini-grant programs in support of these and other efforts.

The position reports to the CTC Associate Director and works with others in the Network, within the Division and across the UW System campuses and the statewide SBDC network. The position also works with CTC partners and various statewide, regional and local organizations that support entrepreneurs and small businesses including federal SBIR/STTR program managers.

Work activity is defined as follows:

70% A. TECHNICAL ASSISTANCE – Guide and assist targeted high-impact companies relating to a variety of issues, including:

- Business development using LEANStart and other proven methods;
- Technology commercialization;
- Acquiring federal and state R&D funding through the SBIR/STTR programs;
- Protecting intellectual property; and capital acquisition;
- Review and evaluate EPG, TAG, and TAG-SBIR (currently named) grant applications submitted to DEED by targeted companies;
- Advise applicants that receive EPG, TAG, and TAB-SBIR grants awards in the selection of CTC Service Providers;
• Assist applicants in the development and evaluation of EPG, TAG, and TAB-SBIR grant deliverables.

30% B. PROGRAM DEVELOPMENT
• Identify targeted high-impact companies within the region;
• Work with CTC staff to coordinate and plan statewide CTC activities;
• Provide training seminars and workshops on issues impacting targeted high-impact companies;
• Promote CTC through meetings and presentations with community leaders, private/public service providers, I&E clubs, and other organizations as requested;
• Participate in or attend statewide and regional events that focus on issues relevant to targeted companies as requested;
• Support and strengthen relationships with and between regional CTC partners by increasing their understanding of the benefits of CTC and supporting local economic development activities, events, and organizations; and nurturing relationships with attorneys, accountants, CTC Service Providers, and equity investors in support of early stage venture creation;
• Link or refer businesses, as appropriate, to various resources including those of the CTC network, the University of Wisconsin System and local, state and federal governments;
• Help partners and other regional directors in providing assistance to targeted Wisconsin companies outside the region;
• Document activities in accordance with CTC requirements;
• Maintain and expand professional expertise;
• Perform other duties as assigned.

MINIMUM REQUIREMENTS:
• Bachelor’s degree.
• Minimum of one (1) year experience in business development, or as a business advisor, or business owner.
• Background experience in economic development with an emphasis in commercialization of innovation.
• Background experience in life sciences, physical sciences, engineering or business.
• Background experience in federal R&D funding, including SBIR or STTR grant programs.
• Background experience in financial public or private sector work.
• Demonstrated project management skills.
• Demonstrated ability to work independently and as a member of a team.
• Demonstrated experience in client service.
• Excellent oral and written communication skills, including public speaking.
• Ability and willingness to travel regionally and statewide.

DESIRED QUALIFICATIONS:
• Masters or terminal degree in related field.
• Working knowledge or experience in business development, technology analysis, intellectual property protection and licensing, and commercialization of technology.
• Demonstrated high-degree of self-direction, initiative and motivation.

APPOINTMENT
This is a full-time, fixed term terminal position
POSITION DESCRIPTION CLARIFICATION:
This position description is not intended to be comprehensive in nature given the changes in primary
duties/essential job functions and position expectations that can occur over time. Changes to this position
description are subject to the approval of the Division of Entrepreneurship and Economic Development
hiring authority.

APPLICATION DEADLINE and PROCEDURE:
To receive full consideration, application materials must be received by 4:00 PM, September 9, 2014 and
include all of the following:
1. A cover letter that summarizes your experience and qualifications as they relate to the qualifications
   and responsibilities of the position.
2. A professional resume.
3. Names, email, addresses, and telephone numbers of three professional references including at least
   one current or past supervisor.

PLEASE SUBMIT APPLICATION MATERIALS to:
Donna McLaughlin
432 N Lake St, Rm 423
Madison, WI 53706
donna.mclaughlin@uwex.edu

SPECIAL NOTES:
The successful candidate will be required to provide documentation of credentials. Prior to appointment
to this position, a criminal records review will be conducted. UWEX complies with the Wisconsin Fair
Employment Act with regard to nondiscrimination on the basis of arrest and/or conviction record. This
document can be made available in alternative formats by calling the person listed above.

The University will not reveal the identities of applicants who request confidentiality in writing, except
that the identities of final candidates must be revealed upon request. According to the Attorney General,
“final candidates” under Wisconsin law means the five candidates who are considered most qualified for
the position. See Wis. Stat. Sec. 19.36(7)(a). The form to request confidentiality is available at
http://www.uwex.edu/jobs/documents/notice.pdf

An offer of employment is contingent upon establishment of identity and verification of employment
eligibility as required by the Immigration Reform and Control Act of 1986.

As an affirmative action employer, UW-Extension provides equal opportunity in programs and
employment; and is strongly committed to maintaining a climate supportive of respect for differences and
equality of opportunity. UW-Extension does not discriminate on the basis of age, race, creed, color,
disability, sex/gender, sexual orientation, national origin, ancestry, religion, marital status, arrest record or
non-program related conviction record; or identity as a veteran, disabled veteran, Vietnam veteran or any
other military service.