

## JAMES GERARD CONLEY

Clinical Professor  
Center for Research in Technology & Innovation  
Managerial Economics and Decision Sciences  
Kellogg School of Management, Northwestern University  
5<sup>th</sup> Floor, 2001 Sheridan Road, Evanston, IL 60208  
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### FORMAL EDUCATION and TRAINING

- 8/79 to 5/83      **UNIVERSITY OF VIRGINIA**      Charlottesville, Virginia  
*Bachelor of Science Nuclear Engineering*, May 1983  
U.S. DOE Nuclear Regulatory Commission licensed fission reactor operator, 1981
- 9/83 to 8/87      **TECHNOLOGICAL INSTITUTE, NORTHWESTERN UNIVERSITY**      Evanston, Illinois  
*Doctor of Philosophy Materials Science and Engineering*, August 1987  
Research Topic: Precipitation Hardening in Model Engineering Alloy Systems  
Dissertation advisors Morris E. Fine and Julia R. Weertman
- 8/90 to 6/92      **KELLOGG SCHOOL OF MANAGEMENT**      Evanston, Illinois  
*Master of Management*, June 1992, EMP Class 24

### ACADEMIC POSITIONS

- 09/00 to  
present      **KELLOGG SCHOOL OF MANAGEMENT**      Evanston, Illinois  
**NORTHWESTERN UNIVERSITY**  
*Clinical Professor, Research/Teaching Emphasis on  
Innovation and Intellectual Capital Management*  
Department of Managerial Economics and Decision Sciences &  
Kellogg Center for Research in Technology and Innovation  
Faculty Member, International Business and Markets Research Center  
Faculty Affiliate, Zell Center for Risk Research
- 11/94 to  
08/00      **McCORMICK SCHOOL of ENGINEERING and APPLIED SCIENCE**      Evanston, Illinois  
**NORTHWESTERN UNIVERSITY**  
*Faculty Member* (Full time 11/94 - 09/00, Courtesy Appointment since 09/00)  
Department of Mechanical Engineering, IDEA Faculty Fellow, NCEER Scholar,  
Affiliated Faculty Member, Center for Quality Engineering and Failure Prevention
- 02/01 to  
present      **OTTO BEISHEIM GRADUATE SCHOOL of MANAGEMENT, WHU**      Germany  
*Visiting Professor*, Chair of Technology and Innovation Management  
**RECANATI IEMBA/HTMS PROGRAMS, TEL AVIV UNIVERSITY**      Tel Aviv, Israel  
*Faculty Member*, Kellogg International Executive MBA Programs
- 02/01 to  
02/07      **SCHULICH SCHOOL, YORK UNIVERSITY**      Toronto, Canada  
*Faculty Member*, Kellogg International Executive MBA Programs
- Summer 02 &  
Suumer 03      **KEIO UNIVERSITY**      Yokohama, Japan  
**KEIO BUSINESS SCHOOL**  
*Visiting Professor*, Faculty of Management

## **CURRICULUM VITA OF JAMES G. CONLEY (cont.)**

### **RECENT HONORS/RECOGNITION**

- Charter Fellow, National Academy of Inventors, inducted February 22, 2013.
- Invited Author, World Intellectual Property Organization White Paper on Patents and the Public Domain, Geneva, Switzerland, Published Fall 2013
- Selected as recipient of Kellogg **Certificate of Impact** for teaching Intellectual Capital Mangement course in Winter Quarter 2012.
- Appointed to serve on United States Department of Commerce Patent and Trademark office advisory committee (TPAC), August 11, 2008 to August 2<sup>nd</sup> 2009 and again September 3<sup>rd</sup> 2009 to September 3<sup>rd</sup> 2012.
- Selected as Alexander vonHumboldt Foundation Transcoop Fellow, Alexander vonHumboldt Foundation, Bonn Germany, 2008 to 2011.
- Selected as recipient of Kellogg **Certificate of Impact** for teaching Intellectual Capital Mangement course in Winter Quarter 2011.
- Recognized reviewer, World Patent Information, an Elsevier Journal 2011
- Selected as 2007 Professor of the Year, Master of New Product Development Program, Northwestern University.
- Selected as 2004 Professor of the Year, Master of New Product Development Program, Northwestern University.
- Literati Award Winner 2000, MCB University Press awarded annually to best paper in Rapid Prototyping Journal (see publications)
- Best Paper Award, American Foundry Society, Division 7, 1999 Congress
- Selected as 1998 Recipient of Ralph R. Teetor Educator Award, SAE International
- Selected as Pentair-Nugent Professor of Business Leadership, '96 to '99 NU MMM Program
- General Electric Foundation Professorship, NU McCormick School, '94-'95
- Popular Science, "BEST OF WHAT'S NEW", Grand Award Winner, Fall 1993

### **KEYNOTES/PUBLIC SPEAKING**

- Invited Keynote, Life Technologies Intellectual Property Day event, Carlsbad, CA, March 21 2013
- Invited Plenary Speaker, American Intellectual Property Law Association Mid-Winter Institute, February 1<sup>st</sup>, 2013, Tampa, Florida USA
- Invited Speaker, Oxford University/OHIM workshop on Trademark Data Research, December 6<sup>th</sup> & 7<sup>th</sup>, 2012 Oxford University, UK
- Invited Keynote, Caterpillar Intellectual Property Day event, Peoria, IL, August 20, 2012

## ***CURRICULUM VITA OF JAMES G. CONLEY (cont.)***

- Invited Speaker, European Patent Office/ California Mangement Review IP Management Workshop, Munich, June 4-5, 2012
- Invited Keynote, Caterpillar Brand/Design summit, Washington DC May 10, 2012
- Invited Speaker, Massachusettes Institute of Technology Enterprise Forum, Israel Chapter, Tel Aviv, May 8th, 2012.
- Invited Seminar Speaker, Ajou University, South Korea, November 24th, 2011
- Invited Seminar Speaker, Ajou University, South Korea, December 8, 2010
- Invited Seminar Speaker, Korea Advanced Institute of Science and Technology, South Korea, December 9, 2010
- Invited speaker, Northwestern University Law School conference on Intellectual Property, March 4th, 2011.
- Invited Speaker, Massachusettes Institute of Technology Enterprise Forum, Israel Chapter, Tel Aviv, March 16<sup>th</sup>, 2010. Invited again for March 2011.
- Invited Seminar Speaker, Northwestern University Segal Design Institute MPD Program, “Design and the Nexus of Semiotics and Intellectual Property”, January 22<sup>nd</sup> 2010.
- Invited Plenary Speaker, United Nations WIPO International Convention on Intellectual Property and Competitiveness of MSME’s, Rome ITALY December 11<sup>th</sup> 2009.
- Invited Faculty Seminar Speaker, W.A. Franke College of Business, Norther Arizona University, Flagstaff, AZ, USA November 13<sup>th</sup> 2009.
- Invited Speaker, Entrepreneurship and Innovation Chair’s seminar, WHU, Vallendar, GERMANY July 8<sup>th</sup> 2009.
- Invited Speaker, Max Planck Institute for Intellectual Property, Competition and Tax Law & Munich Intellectual Property Law Center joint symposium, May 19<sup>th</sup> 2009.
- Invited Speaker, The South Centre, Geneva, Switzerland, May 12<sup>th</sup> 2009.
- Invited Keynote Speaker, European Licensing Executive Society & German Intellectual Property Society symposium, Konigswinter, GERMANY, March 26<sup>th</sup> 2009.
- Invited Keynote Speaker, Business of Design Week Forum, Hong Kong, Hong Kong Design Center, December 11<sup>th</sup>, 2008.
- Invited Keynote Speaker, WIPO/IIM Bangalore joint Workshop on Intellectual Property Management Research and Education, Bangalore, INDIA December 8<sup>th</sup>, 2008.
- Invited Speaker, Symposium on Property Rights, Economics and Innovation, NU Law School Searle Center on Law, Regulation, and Economic Growth, Chicago, IL November 14<sup>th</sup>, 2008.
- Invited Speaker, Graduate School of Management, St. Petersburg State University, St. Petersburg, RUSSIA, November 11th 2008.
- Invited Keynote Speaker, International Atomic Energy Agency/WIPO/CERN joint Workshop on licensing of technologies, Vienna, AUSTRIA, October 26<sup>th</sup>, 2008.
- Invited Speaker, Telefonica Annual Customer Conference, Miami, Florida April 9<sup>th</sup> - 10<sup>th</sup> 2008.

### ***CURRICULUM VITA OF JAMES G. CONLEY (cont.)***

- Invited Keynote Speaker, SABIC biennial global research meeting, Al Jubayl industrial city, KINGDOM OF SAUDI ARABIA, April 6<sup>th</sup>, 2008.
- Invited Keynote Speaker, Research Canada Conference on Innovation and Invention, Sault Ste. Marie, Ont. CANADA, December 11, 2007
- Invited Symposium Speaker, School of Business and Economics, Michigan Technological University, November 2nd, 2007
- Invited Keynote Speaker, Arab Licensing Executive Society Meeting, Amman, KINGDOM OF JORDAN, May 28<sup>th</sup>, 2007.
- Invited Keynote Speaker, United Nations World Intellectual Property Organization Conference on IP Management, GOA, India, March 11 - 13, 2007
- Invited Keynote Speaker, United Nations World Intellectual Property Organization Seminar on Executive Education, Geneva, Switzerland, Sept. 2006, 2007, 2008.
- Invited Keynote Speaker, United Nations World Intellectual Property Organization Conference on IP Research and Education, Rio de Janeiro, Brazil, May 10, 2006
- Keynote Plenary Speaker, PATENTE Conference, October 5, 2005, Frankfurt, Germany, organized by Management Circle

**CURRICULUM VITA OF JAMES G. CONLEY (cont.)**  
**INDUSTRIAL AND PROFESSIONAL EXPERIENCE**

- 03/09 to present      **GLOBAL ECONOMICS GROUP** (<http://www.globaleconomicsgroup.com>)      Chicago, London  
*Director*
- 10/95 to 2/08      **CHICAGO PARTNERS** (<http://www.chipar.com/>)      Chicago  
Intellectual Capital Management and Litigation consulting firm.  
*Principal*
- 3/94 to 3/2010      **SYNDIA CORPORATION** (<http://www.syndiacorp.com/>)      Chicago  
Product development and intellectual property licensing firm specializing in synthetic diamond  
*Founder*
- Innovated, invented and supervised development of synthetic diamond technologies with wide spread commercial application (see patents under publications).
  - Acquired complimentary patented technologies to create an IP portfolio of assets with strong licensing revenue.
  - Developed strategy for extracting licensing revenues from the portfolio.
  - Licensed this portfolio to 40+ firms.
  - Enforced rights where appropriate to achieve \$10,000,000+ in final court rulings.
- 9/87 to 9/94      **RYOBI LIMITED GROUP OF COMPANIES**      Tokyo, Hiroshima, Chicago, Phoenix  
Global manufacturer of light metal castings and finished consumer and industrial products
- **Program General Manager** for development of world's smallest displacement OHV 4-cycle engine to enter volume production. Directed basic component design and materials assessment, laboratory and field testing, production tooling planning and cost optimization, physical plant expansion and all related capital budgeting processes (US\$ 7.0 million investment). Technological breakthroughs achieved during this program include:
    - ⇒ First 4-cycle engine of any kind to comply w/ strict 1999 CARB emission standards.
    - ⇒ First 4-cycle engine package adaptable to *hand held* power equipment applications.
    - ⇒ First use of 422 stainless steel in cold headed valve application.
    - ⇒ First successful application of polymeric materials in production engine valve train (keeper).
    - ⇒ First successful application of PM processes to produce net shape and finish cam and timing gears (AGMA 10!), cam lobe, lifters, and rocker pivots in 4-cycle engine.
  - Developed new diecasting alloys for high fatigue resistance and tribological applications. Assisted with the development of several new Al alloy casting processes for volume production of diecastings w/ complex internal cavities (engine blocks, heads etc.). Each of these new process innovations has generated intellectual property and been successfully commercialized.
  - Guided efforts between sales, manufacturing, and R&D functions to expand product markets for advanced cast component manufacturing technologies. Developed and implemented new casting process marketing plans aimed at transferring Japan based manufacturing methods to overseas production facilities. Successfully led new technology marketing efforts directed towards GM, Chrysler, Ford Europe Renault and other large casting customers.
  - Principal Ryobi participant in transnational automotive component R&D programs involving Japan based auto makers, off shore materials suppliers and local Ryobi casting facilities.

## **CURRICULUM VITA OF JAMES G. CONLEY (cont.)**

### **EXEMPLARY RECENT PUBLICATIONS**

#### **Archival Journals**

1. J. G. Conley, P. Bican and H. Ernst, *Value Articulation: A Framework for the Strategic Management of Intellectual Property*. Published in California Management Review, Summer 2013.
2. D. Orozco and J. G. Conley, *Friends of the Court: Using Amicus Briefs to Identify Corporate Advocacy Positions In Supreme Court Patent Litigation*, published in Journal of Law, Technology & Policy, v. 2011, no. 2
3. J. G. Conley et al, *Inventing Brand: Opportunities at the Nexus of Semiotics and Intellectual Property*, Design Management Review, Design Management Institute, Boston, MA, V19, no. 2, Spring 2008
4. D. Orozco and J. G. Conley, *The “Longer Walk” after eBay v. MercExchange*, published in Les Nouvelles, Journal of the Licensing Executives Society, Summer 2007.
5. S. Bordas, J. G. Conley, B. Moran, J. Gray and E. Nichols, *A Simulation-based design paradigm for complex cast components*, accepted for publication in Engineering with Computers, Fall 2006, available online at <http://www.springerlink.com/content/820536351w516858/?p=c17145cd93164b7d9e0e4b26c8a99136&pi=0>
6. J. G. Conley, *Using Brand Identity to Reinforce Market Value*, IDSA Innovation Journal, Winter 2005, available online at [http://www.idsa.org/webmodules/articles/articlefiles/Conley\\_winter05.pdf](http://www.idsa.org/webmodules/articles/articlefiles/Conley_winter05.pdf)
7. J.G. Conley, E.Andros, P. Chinai, E. Lipkowitz, D. Perez, *Game Over: Emulation and the Video Game Industry*, **Journal of Technology and Intellectual Property**, volume 2, Spring 2004
8. J. T. Scarry, W.Wang, and J. G. Conley, *A Catalyst Model for Business to Business eCommerce in the Foundry Industry*, **Transactions of the American Foundry Society**, volume 109, (2001).
9. V. Demas, J. G. Conley, and K. F. Packer, *Experimental Design of a Microgravity Solidification Facility to Assist with Casting Simulation Verification*, **Transactions of the American Foundry Society**, volume 109, (2001).
10. V. Demas, K. F. Packer, J. Shah and J. G. Conley, *Experimental Results to Assist in Validation of Casting Process Simulation in a Variable-Gravity Environment*, **Transactions of the American Foundry Society**, volume 111 Paper No 03-091 P 29-39, (2003).

#### **United States Patents**

11. J. H. Lemelson and J. G. Conley, *Synthetic diamond coatings with intermediate bonding layers and methods of applying such coatings*, **United States Patent #6165616**, December 26, 2000.
12. J. H. Lemelson and J. G. Conley, *Synthetic diamond overlays for gas turbine engine parts having thermal barrier coatings*, **United States Patent #6099976**, August 8, 2000.
13. J. H. Lemelson and J. G. Conley, *Synthetic diamond coatings with intermediate amorphous metal bonding layers and methods of applying such coatings*, , **United States Patent #6083570**, July 4, 2000.
14. J. G. Conley and J. H. Lemelson, *Synthetic Diamond Layers Having Wear Resistant Coatings Formed in situ and Methods of Applying such Coatings*, **United States Patent #5,786,038**, July 28, 1998.
15. J. H. Lemelson and J. G. Conley, *Synthetic Diamond Overlays for Gas Turbine Engine Parts Having Thermal Barrier Coatings*, **United States Patent #5,714,202**, February 3, 1998.
16. J. H. Lemelson and J. G. Conley, *Method of Depositing Synthetic Diamond Coatings with Intermediate Bonding Layers*, **United States Patent #5,688,557**, November 1997.

## **CURRICULUM VITA OF JAMES G. CONLEY (cont.)**

17. J. G. Conley and J. H. Lemelson, *Method of Applying a Wear Resistant Diamond Coating to a Substrate*, **United States Patent #5,616,372**, April 1997.

## **Published United States Patent Applications**

18. W.Wang, J. T. Scarry and J. G. Conley, *System and Method for Ameliorating Subcontracting Risk*, **United States Patent Application #0087380 A1**, July 4, 2002.

## **Sponsored White Papers/Trade Reviews/Magazine Articles**

19. J.G. Conley, P. Bican & Neil Wilkof, *Study on Patents and the Public Domain II*, Analysis of contemporary owners patent activities on the existence of a vibrant and accessible public domain prepared at the request of the World Intellectual Property Organization, published September 2013, available in English, French, Spanish, Arabic, Chinese and Russian Languages online at:  
[http://www.wipo.int/meetings/en/doc\\_details.jsp?doc\\_id=253106](http://www.wipo.int/meetings/en/doc_details.jsp?doc_id=253106)
20. U. Lichtenthaler, H. Ernst & J. G. Conley, *How to Develop a Successful Technology Licensing Program*, MIT Sloan Management Review, v. 52, No. 2, Winter 2011.
21. *Shape of Things to Come*, published in May 12<sup>th</sup>, 2008 Wall Street Journal Business Insights Section, in collaboration with Sloan Management Review, see <http://sloanreview.mit.edu/wsj/insight/innovation/2008/05/12/>
22. *Market Innovation and Branded Differentiation*, Custom publication for Microsoft Executive Website, February 2006., see <http://www.microsoft.com/business/executivecircle/content/article.aspx?cid=2069&subcatid=300>
23. *Market Pricing and the Sandwich Strategy*, Custom publication for Microsoft Executive Website, February 2006, w/ Dipak Jain, see <http://www.microsoft.com/business/executivecircle/content/article.aspx?cid=2068&subcatid=402>
24. J. G. Conley, *Trademarks, not Patents: The Real Competitive Advantage of the Apple iPod*, Core77 webzine, December 2005.
25. J. G. Conley, *Patents Come and Go – Trademarks are Forever*, Executive Counsel Magazine, Spring 2005.
26. J. G. Conley, *Manejando la propiedad intelectual en el Mercado global*, Strategy and Negotiations Magazine (in Spanish Language), Spring 2005.
27. J. G. Conley, *Managing Intellectual Property in the Global Marketplace: The Practitioners Perspective*. Kellogg World Magazine, Spring 2004.
28. J. G. Conley and J. Szoboscan, *Snow White Shows the Way*. Managing Intellectual Property Magazine, June 2001.
29. J. Scarry, J. G. Conley, W.Wang and D. D. Kaufman, *A Catalyst Role for an e-Marketplace in the Diecasting Industry*. Linx Magazine April 2001.
30. K. Kurihara, J. G. Conley, and T. Kakuma, *An Experience of Management of International Project Team to Develop Extremely Small 4-cycle Engine*, published in the Japanese language, **Journal of Japanese R&D Consultants Association**, June 1997, pp 38-47.
31. K. Kurihara, J. G. Conley, Y. Imagawa and J. K. Olsen, *Development of a small 4-cycle Engine for Hand Held Trimmers*, Published in Japanese Language, **Japan Land Engine Manufacturers Association**, Paper #446. Jan. 28, 1997.

## **CURRICULUM VITA OF JAMES G. CONLEY (cont.)**

32. K. Kurihara, J. G. Conley, Y. Imagawa and J. K. Olsen, *Development of Valve Train of Small 4-Cycle Engine for Hand Held Power Equipment Applications*, Published in Japanese Language, **Japan Land Engine Manufacturers Association**, Technical Paper #447, Jan. 28, 1997.

### **Books**

33. W. Wang, J.G.Conley and H.W. Stoll, *Rapid Tooling Guidelines for Sand Casting*, SpringerLink Publications, March 2010. Available on line at <http://www.springerlink.com/content/978-1-4419-5730-6>
34. *Modeling of Casting, Welding and Advanced Solidification Processes*, edited by Peter R. Sahn, Preben N. Hansen, and James G. Conley, TMS Publications, 2000.

### **Chapters in Books**

35. D. Jain and J. G. Conley, *Patent Expiry and Pharmaceutical Market Opportunities at the Nexus of Pricing and Innovation Policy*. in *Innovation and Marketing in the Pharmaceutical Industry*, Springer Science and Media Publishing, New York, USA 2014, pp 255-287.

### **Working Papers**

47. A. Krasnikov, J.G. Conley and P. Bican, *Trademarks as Indicators of Marketing Innovation*. Preliminary Draft submitted and presented at Oxford University/OHIM workshop on Trademark Data Research, December 6<sup>th</sup> & 7<sup>th</sup>, 2012 Oxford University, UK



## **CURRICULUM VITA OF JAMES G. CONLEY (cont.)**

### **WRITINGS/PEDAGOGICAL MATERIALS DEVELOPMENT**

#### **Case Studies/Teaching Supplements (Authored, Edited, Supported/Guided)**

1. *Intellectual Property: The Ground Rules*, Kellogg Technical Note, distributed through HBS, version 1.0, September 2005, w/ David Orozco.
2. *Innovation and Invention: A guide to Patents for Engineers and Managers*, Kellogg Technical Note, distributed through HBS, version 1.0, October 2007, w/ David Orozco.
3. *The Zen Patent: Apple v. Creative* Kellogg Case Series, Version 2.1, 12/2006, distributed through HBS, Case Documents, Teaching Note, Powerpoint slides, J. G. Conley editor.
4. *Tools A: The Value of a Patent to the Entrepreneur*, Kellogg Case Series, distributed through HBS 12/2006, Case Documents, Teaching Note, Powerpoint slides, J. G. Conley editor.
5. *Tools B: The Value of a Patent to the Entrepreneur*, Kellogg Case Series, distributed through HBS 12/2006, Case Documents, Teaching Note, Powerpoint slides, J. G. Conley editor.
6. *3M ESPE AG: Intellectual Property Strategy in the Dental Impressions Market*, Kellogg Case Series, distributed through HBS Version 2.1, 9/2006, Powerpoint slides, J. G. Conley editor.
7. *Astrazeneca, Prilosec & Nexium*, Kellogg Case Series, Version 4.0, 11/2006, distributed through HBS Case Document
8. *Ground Rules are not the Rules of the Game*, Teaching supplement to AZ, Prilosec and Nexium Cases Support, distributed through HBS.

## **CURRICULUM VITA OF JAMES G. CONLEY (cont.)**

### **STUDENTS AND COLLABORATORS:**

#### **Research Graduate Students (Management):**

1. **Joshua Polhans**, MGMT441, TMP Student Independent Study, Spring 2012
2. **Deepak Ponnayolu**, MMM Integration Project, Independent Study Winter 2012
3. **Siddharth Kawoor**, MMM Integration Project, Independent Study Winter 2012
4. **Guillermo Olivera** MMM Integration Project, Independent Study Winter 2012
5. **Jorge Schwoelk**, MMM Integration Project, Independent Study Winter 2012
6. **Jason Chou**, MGMT 499, STMP Student Independent Study, Summer 2011
7. **Christie Shan**, MMM Integration Project, Independent Study Winter 2011
8. **James McMicking**, MMM Integration Project, Independent Study Winter 2011
9. **Julie Baron**, MMM Integration Project, Independent Study Winter 2011
10. **Angela Cheung**, MMM Integration Project, Independent Study Winter 2011
11. **Jacob Bradbury**, Motorola Scholar, TECH499 Independent Study Spring and Fall 2008
12. **Rob Demento**, Motorola Scholar, TECH499 Independent Study Spring and Fall 2008
13. **Steven Frayne**, TECH499 Independent Study Spring 2009 and Summer 2009
14. **Remi Grosjean**, TECH499 Independent Study Fall 2007 and Winter 2008
15. **Brian Boroff**, Motorola Scholar, TECH499 Independent Study Spring and Fall 2007
16. **Sergi Perez Lerin**, Motorola Scholar, TECH499 Independent Study Spring and Fall 2007
17. **Matt Littell**, MMM Entrepreneurship Project, Independent Study Winter 07.
18. **Ben Nimmergut**, MMM Entrepreneurship Project, Independent Study Winter 07.
19. **Jeffrey K. Uhrig**, MMM Entrepreneurship Project, Independent Study Winter 07.
20. **Joni Carswell**, MMM Entrepreneurship Project, Independent Study Winter 07.
21. **Ryan Lisiak**, MMM Entrepreneurship Project, Independent Study Winter 07.
22. **Lisa Nagatoshi**, Motorola Scholar, Independent Study Spring and Fall 2006
23. **Ben Toronto**, Motorola Scholar, Independent Study Spring and Fall 2006
24. **Andrew Levy**, TMP student, Independent Study, TECH499 Spring 2006
25. **Andrew Cromey**, Motorola Scholar, Independent Study Spring and Fall 2005
26. **Inderpal Singh**, Motorola Scholar, Independent Study Spring and Fall 2005
27. **Owen Tatsuta**, Independent Study TECH499, Spring '05.
28. **Andreas Pecher**, MMM Entrepreneurship Project, Spring 05.
29. **Raymond Chen**, MMM Integration Project, Independent Study Winter 2005
30. **Michelle Kong**, MMM Integration Project, Independent Study Winter 2005
31. **Andre Davis**, MMM Integration Project, Independent Study Winter 2005
32. **Manish Mahajan**, MMM Integration Project, Independent Study Winter 2005
33. **Geoffrey Nudd**, Motorola Scholar, Independent Study Spring and Fall 2004
34. **G. "Steve" Wang**, Motorola Scholar, Independent Study Spring and Fall 2004
35. **Vikram Talada**, MMM Integration Project, Independent Study Winter 2004
36. **Vineet Agrawal**, MMM Integration Project, Independent Study Winter 2004
37. **Joonhorng Lee**, MMM Integration Project, Independent Study Winter 2004
38. **Miki Kawahara**, MMM Integration Project, Independent Study Winter 2004
39. **Prakesh Changrasekar**, MMM Integration Project, Independent Study Winter 2004
40. **Ian Vacin**, MMM Entrepreneurship Project, Winter 2004
41. **Willie F. Harbert**, MMM Entrepreneurship Project, Winter 2004
42. **Farrokh Batliwala**, MMM Entrepreneurship Project, Winter 2004
43. **Fang-Kuey Chang**, MMM Entrepreneurship Project and TECH independent study, Winter 2004
44. **Zubair M. Zecarius**, WHU EMBA Thesis on the Three lives of the Aspirin brand, Summer 2003, primary advisor
45. **Kartik Natarajan**, Motorola Scholar, Independent Study Spring and Fall 2003
46. **Prasanna Vinjamuri**, Motorola Scholar, Independent Study Spring and Fall 2003
47. **Carsten Sambraus**, WHU EMBA Thesis on Mass Customization at 3M Europe, Summer 2002, primary advisor
48. **Dr. Frank Gonser**, WHU EMBA Thesis on Marketing and IP Strategy in German Dental Products Industry, Winter 2002, primary advisor
49. **Joachim Schmidt**, WHU EMBA Thesis on Intellectual Capital Management/Knowledge Management in German Firms, Summer 2002, primary advisor
50. **Shantaram Jonalogadda**, Motorola Scholar, Independent Study Spring and Fall 2002
51. **Andrew Bockelman**, Motorola Scholar, Independent Study Spring and Fall 2002
52. **Eric Victory**, MMM Integration Project, Independent Study Winter 2002

## **CURRICULUM VITA OF JAMES G. CONLEY (cont.)**

53. **Jayanthi Goli**, MMM Integration Project, Independent Study Winter 2002
54. **Matt Courson**, MMM Integration Project, Independent Study Winter 2002
55. **Tiffany Schad (Lt. Commander USN)**, MEDS Independent Study, Fall 2001
56. **Eric Wong**, NU Center for BioTechnology, MEDS Independent Study, Spring 2001
57. **Geetha Krishnan**, NU Center for BioTechnology, Independent Study, Spring/Summer 2001
58. **Linda Fitzpatrick**, MMM Integration Project Winter 2001, MEDS Independent Study
59. **Nadeem Ghani**, MMM Integration Project Winter 2001, MEDS Independent Study
60. **Jeri-Beth Richards Ward**, MMM Integration Project Winter 2001, MEDS Independent Study
61. **Stephen Chesna**, MMM Integration Project Winter 2001, MEDS Independent Study
62. **Kenya Takeda**, MMM Integration Project Winter 2001, MEDS Independent Study

### **Post-Doctoral & Pre-Doctoral Students/Visiting Scholars (Engineering and Management):**

1. **Mr. Peter Bican**, Ph.D. student WHU, Visiting pre-doctoral student, Spring-Fall 2011
2. **Dr. Emilia Peuhu**, CRTI Visiting Scholar, Winter Spring 2011
3. **Dr. Anders Bjorkbom**, CRTI Visiting Scholar, Winter Spring 2011
4. **Dr. Alexander Krasnikov**, CRTI Visiting Scholar, 2007-2011, now Asst. Professor at GW University
5. **Mr. Alexander Goetz**, Ph.D. student WHU, Visiting pre-doctoral student, Summer 2009
6. **Mr. Michael Schramm**, Ph.D. student WHU, Visiting pre-doctoral student, Summer-Fall 2009
7. **David Orozco, esq. Juris Doctor**, CRTI postdoctoral student, 1/2005 to 7/2007, summer 2008 and Summer 2009, now Asst. Professor of Business Law at MTU,
8. **Mr. Tomoaki Nakanishi, Juris Doctor**, now MITI Japan Deputy Director, visiting scholar 9/2006 to 7/2007
9. **Dr. Robert Wolcott**, Innovation Research, 7/2001 to 8/2004
10. **Dr. P. C. Hsing**, IC Engine/Tribology Research, 6/96 to 12/98
11. **Dr. Wanlong Wang**, Layered Manufacturing/Tooling research, 8/97 to 4/01
12. **Dr. Yao Chen**, Aerospace foundry process research, 5/2001 to 5/2002
13. **Professor Dr. Holger Ernst**, WHU Koblenz, CRTI Visiting Scholar, July 2001, August 2002, August 2004, September 2005 to Feb 06, Plans to return for 3 month sabbatical in 2010.
14. **Professor Tsutomu Mori**, of the Tokyo Institute of Technology, 1/98 to 9/98
15. **Professor LIU, Baicheng**, Tsinghua University, 10/98 to 4/99

### **Past Research Graduate Students (Engineering):**

1. **Joe Asada**, Mech. Engr. Ph.D. successfully defended 11/00, sponsored by parent company Ryobi Limited, Ph.D subject, modeling of defects in cast Al alloys, primary advisor
2. **Julie Huang**, Mech Engr. Ph.D. Defended successfully 10/98, MS in Mech. Engr. 12/95. Julie was awarded a Dissertation Year Graham Fellowship by Northwestern University and received an NSF/MITI Japan Research Fellowship in 1997, primary advisor
3. **Xuefeng Bai**, ME MS 2001, primary advisor.
4. **Ayahuda Glenardi**, MS in Mechanical Engineering, 11/2000, primary advisor
5. **Stephane Bordas**, ME Ph.D. December 2002, committee member.
6. **Ali Zulfiqar**, ME Ph.D. December 2001, committee member.
7. **Roberto Mendoza**, Mat. Sci. and Engr. Ph.D. Candidate, March 2002, committee member.
8. **Chris Scherpereel**, IEMS Ph.D. successfully defended 11/01, committee member, recently promoted to Tenured Professor w/ chair).
9. **Rob Wolcott**, IEMS Ph.D. 5/2002, committee member.
10. **Vicki Snyder**, Mat.Sci and Engr. Ph.D. successfully defended 5/01, committee member.

### **INTERNATIONAL R&D COLLABORATIONS:**

- Formal collaboration between WHU and Kellogg on subject of innovation and intellectual property began in 2001 w/ WHU Chair of Innovation Management, Prof. Dr. Holger Ernst. This collaboration is seeking the support of the Volkswagen Foundation.
- Informal case writing collaboration between Keio Business School in Japan (Professors Okumura and Obayashi) and the Kellogg Center for Research on Technology and Innovation.

**RECENT ACADEMIC COMMUNITY/PROFESSIONAL SERVICE ACTIVITIES**

**Kellogg School of Management**

- Kellogg Faculty Advisor JDMBA program, January 2012 – present
- Speaker, Chicago Innovation Awards Practical Innovator Day at Kellogg, 2009-2014
- Host Faculty, Kellogg Admissions Office class visitors program, TMP and FT, every year, every quarter that I teach.
- Day at Kellogg course speaker, 3/31 – 4/1/06, 07, 09, 2010
- Guest Speaker, GIM Trip Japan Clases winter Q 2008-14, 2003- 2006 also assisted students in defining and developing their field research objectives.
- Guest Speaker, GIM Trip China Clases Summer Q 2009, Winter Q 2008 and Winter Q 2009 also assisted students in defining and developing their field research objectives.
- Featured Faculty speaker, Kellogg/WHU alumni event, December 3<sup>rd</sup>, 2009 Hamburg, GERMANY
- Panel organizer and Moderator, Kellogg Centennial Conference, Miami, January 12, 09
- Luncheon Speaker for Kellogg biotech Faculty lunch series, Winter 08
- Panel Moderator for Kellogg Fall 07 Leadership Conference
- Panel Moderator for Kellogg Spring 07 Tech Conference
- Panel Moderator for NU Law School Student Conference, January 06
- Panel Moderator for Kellogg 05 Private Equity Conference
- Panel Moderator for Kellogg 05 Asian Business Conference
- Panel Moderator for Kellogg 05 MMM Manufacturing Conference Spring 2005 (and Spring 2004)
- Faculty Judge, MMM Design Fair, SpringQ 2002 through 2007
- Featured Faculty speaker, Kellogg Alumni Club of Zurich, January 2005,
- Featured Faculty speaker, Kellogg Alumni Club of Tel Aviv, June 2004,
- Featured Faculty speaker, Faculty speaker, Kellogg Alumni Club of Brussels, October 2003,
- Featured Faculty speaker, Kellogg Alumni Club of Japan, July 2002
- At request of CMC, I meet with recruiters from various companies who would like to “chat with faculty about course content”
- Faculty Judge, IBM Case Competition, High Tech Club, Fall Quarter 2003
- Panel Moderator, Kellogg Marketing Conference Spring 2003.

**Selected Service to Northwestern University Community**

- Kellogg School representative on Northwestern University Intellectual Policy Committee, AY 08
- Chair’s Advisory Board, Northwestern University McCormick School Materials Science and Engineering Department, 2003 to 2008.
- Manufacturing and Design Engineering Advisory Board, McCormick School, 2002-present.
- ITEC/NU Incubator Panel Moderator, Fall 2002

**Selected Service beyond Northwestern University Community**

- Trademark Public Advisory Committee (TPAC) member, United States Department of Commerce Patent and Trademark Office, August 2008 to August 2009; reappointed to serve September 2009 to September 2012
- Principal Organizer, United Nations World Intellectual Property Organization Academy Summer 2008 workshop on Intellectual Property Management Education and Research, Geneva.
- Session Chair and Discussant, Academy of Management Meeting Summer 2007
- FAA-Industry Workshop Series Organizer, Design of Safety Critical Components in Commercial Aircraft, July 1999 Chicago, February 2000 Long Beach, CA, October 2000 Seattle WA, November 2001 Chicago, October 2002 Wichita, KS.
- Co-Organizer, and member of Steering Committee, Ninth International Engineering Foundation Conference on the Modeling of Casting, Welding and Solidification Processes, August, 2000, Aachen, GERMANY
- Member, Casting Design Reviews Committee, DOE USAMP LMD Design Optimization Program.
- Organizer, 1999 IMECE Symposium on Advances in the Engineering of Castings
- Session Chairman, NSF-IMM Symposium on Micromechanical Modeling of Industrial Materials, July 1998, Seattle, Washington.

## **CURRICULUM VITA OF JAMES G. CONLEY (cont.)**

### **Selected Professional Society Membership/Service Activities**

- **Academy of Management**, 2005 to present
- **American Society for Engineering Education**, 1997 to present
- **Society of Automotive Engineers (SAE)**, 1984 to present
- **The Metallurgical Society (TMS) of AIME**, 1986 to 1999
- **Rapid Prototyping Association** of Society of Manufacturing Engineers 1994 to 1999
- **American Alpine Club (AAC)** 1990 to present (nominated to membership by John Ebert)

### **Academic Journal Review Service Activities**

- Independent Reviewer, World Patent Information Journal, October 2009 to present
- Independent Reviewer, NANO Journal, Inaugural Issue, July 2006
- Independent Reviewer, ASEM/ASME Journal of Engineering Management
- Member, International Scientific Review Committee, Ninth International Engineering Foundation Conference on the Modeling of Casting, Welding and Solidification Processes, October, 2000, Aachen, GERMANY
- Independent Reviewer, Transactions of the American Foundry Society
- Independent Reviewer, Materials Science and Engineering A
- Served as Principal organizer and Editor, Proceedings of IMM/NSF Workshop on Engineering Issues in the use of Castings in Commercial Aviation, #96-13. This proceedings has become one of the most popular publications in history of the Institute of Mechanics and Materials

### **CONSULTING:**

Consultant and trainer in a number of Innovation and or Intellectual Property contexts. Clients include Life, Technologies, Fellowes Inc., Braessler Inc, Elevance Renewable Sciences, Caterpillar, SABIC, SONY Corporation, Samsung Electronics, E. I. du Pont de Nemours and Company, American Dairy Council, Honda Motors, Briggs and Stratton, Black and Decker Consumer Products Division, University of Wisconsin Alumni Research Foundation (WARF), Amsted Industries, Fellowes Inc., Polaris Industries, OpenText, Inc., Eaton Corporation, NASA, US Defense Logistics Agency, US Department of The Treasury, US Federal Aviation Administration, Donnelley Corporation, MOTOROLA, Peabody Western Coal, Mercury Marine, Hawthorne Partners, Bar Technologies Inc., Walbro Engine Management Systems, Stihl Inc., Raychem, and the Ryobi Group of Companies.

**OTHER DATA** Conversational in Japanese language and business practices, Black belt in Kodokan JUDO, Member Japan National JUDO Academy.

**HOME LIFE:** Father of 5 children! I am happily married to Sally, my kindergarten classmate.

**ADDITIONAL DATA AVAILABLE UPON REQUEST**

**March 10, 2014**