

# The Role of the Industrial Liaison Officer (ILO)

*Carl A. Rust*

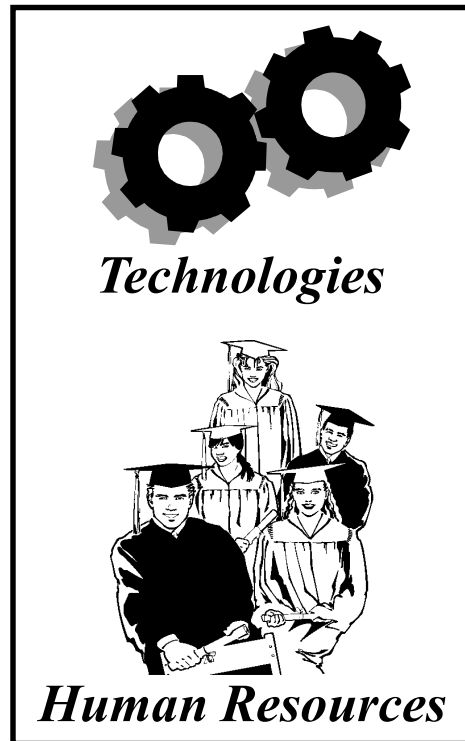
*Associate Director*

*Packaging Research Center*

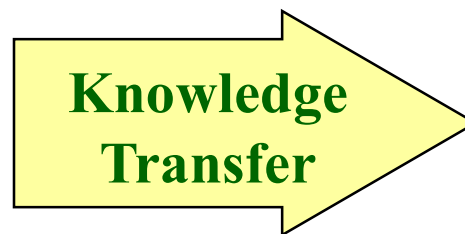
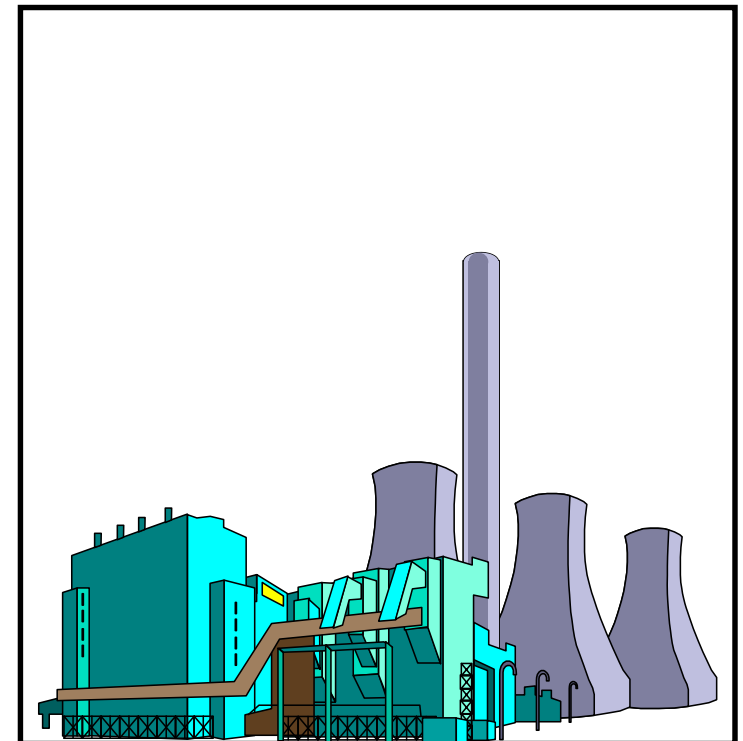
*Georgia Institute of Technology*

# ILO Vision

*University*



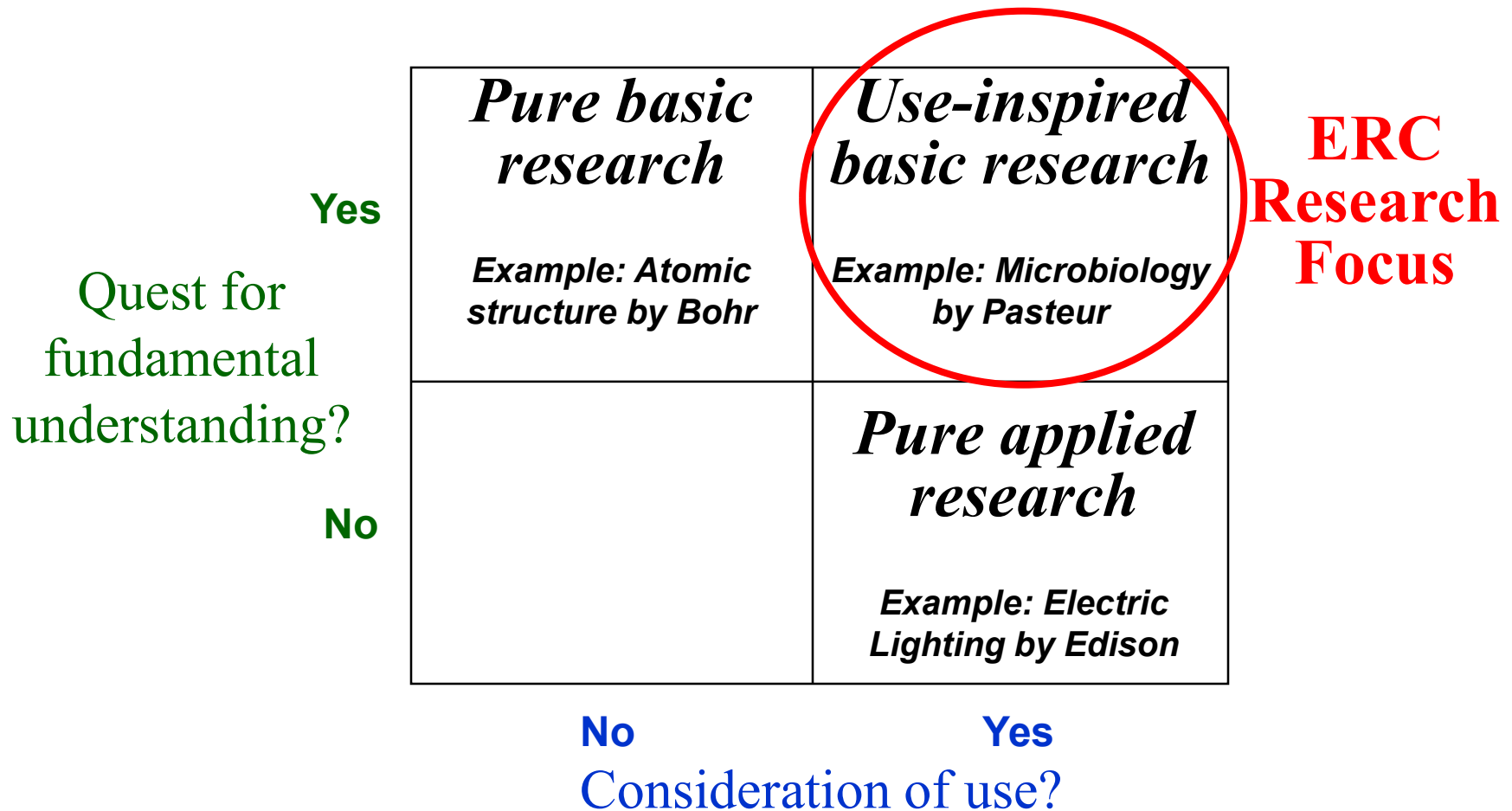
*Industry/Practitioners*



***“ILO”***

The role of the ILO is to establish, manage, facilitate, encourage, coordinate, foster, measure, and report the ERC's industry collaboration and knowledge transfer.

# ILO Manages Expectations of Faculty and Industry



# ILO Responsibilities

## Nearly All

- Customer service
- Company recruitment
- Marketing the center
- Member relations
- Identifying center research activities relevant to industry needs
- Facilitating faculty interactions with industry
- Showcasing the center
- Membership on management team
- Developing informational materials such as newsletters, brochures, websites, etc.
- Helping to prepare annual report
- Collecting and organizing data for NSF indicators report

## Some

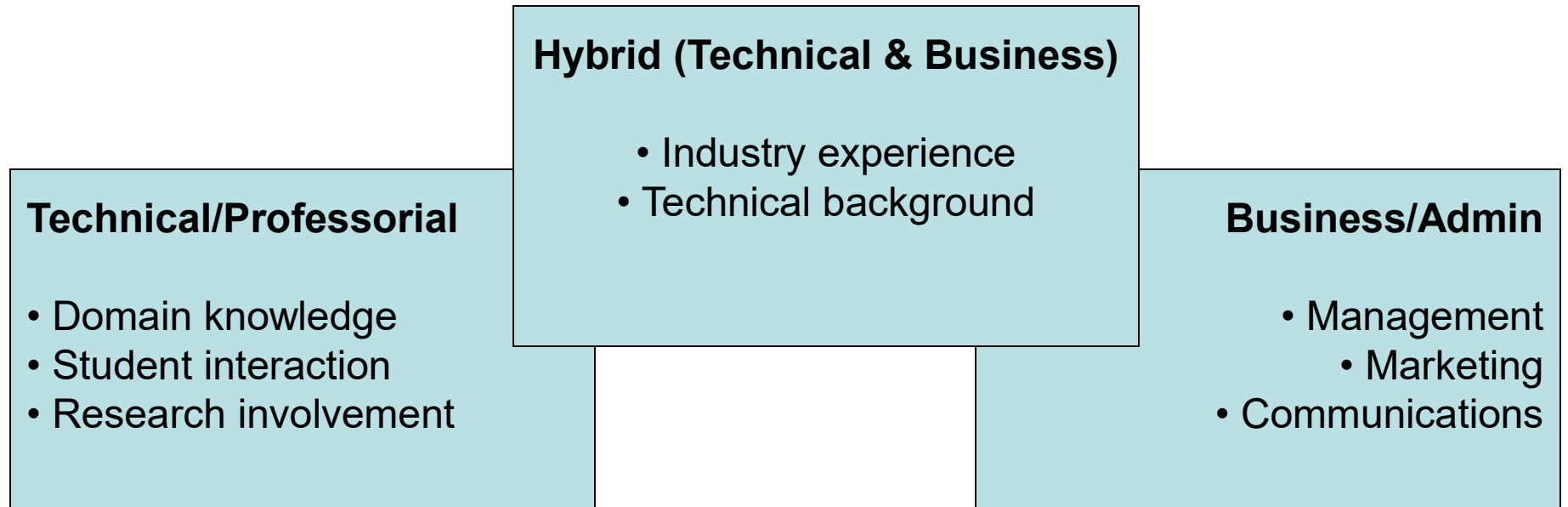
- Managing intellectual property
- Representing the center on councils of other organizations
- Identifying new business activity
- Proposal writing
- Conference planning
- Customer satisfaction measurement
- Student/industry relations (internships, seminars, jobs, etc.)
- Representing the center on university committees

## Few

- Negotiating contracts
- Research project management and contract management
- Joint venture planning
- Preparing technical reports and abstracts.
- Priority and criticality of research objectives
- Trend and projections of industrial needs
- Collaboration opportunities for the center.
- Objectives and plans of the research groups
- Progress and findings of the center's research
- Collective experience (nonproprietary) from other members

*Taken from section 5.2.5 "Role of the Industrial Liaison Officer" of ERC Best Practices Manual*  
– [http://www.erc-assoc.org/manual/bp\\_index.htm](http://www.erc-assoc.org/manual/bp_index.htm)

# ILO Models and Characteristic



Ann S. – Georgia Tech  
Soffia M. – Northwestern  
Andy B. – Washington  
Andrew W. – Berkeley  
Brian H. – Colorado  
Jim B. – Illinois

Bill M. – Lehigh  
Erik S. – Florida  
Sid D. – Cal Tech  
Matt C. – MIT  
Jeff C. – Maryland

Don G. – Buffalo  
Teresa S. – Virginia Tech

Joe G. – Michigan  
Phil C. – Northeastern

# ILO Best Practices and Lessons Learned

- Manage Industry and Faculty Expectations
- Intimate Contact
- Collaboration Plan
  - Manage industry as a group
  - Some customization for each company
  - Flexibility
  - Collaboration → Knowledge Transfer
- Value In-Kind Contributions
- Periodic Visits to Industry
  - Multiple Company Contacts
  - Multiple Faculty Contacts
- Faculty & Director Involvement is Key
  - Someone else (post doc, sr. researcher, grad student) can handle day-to-day interaction
- Document Knowledge Transfer Examples and Impact
- Seek Industry Diversity
- Recruiting & Marketing
- Unique Facilities Attract Collaboration

# ILO Summary

*Typical R&D Flow*

