



IP PRAGMATICS

# IP Pragmatics Consulting Team

## Biographies

### Rupert Osborn

#### CEO & Principal Consultant

Dr Rupert Osborn has worked in the field of technology commercialisation since 1996. His specific areas of expertise are transaction support (particularly licensing strategy and negotiation) and innovation management and strategy. He helps organisations embrace open innovation through strategic intellectual property advice, training and hands-on deal making support. His experience covers the commercialisation of different forms of intellectual property including trademark, copyright and patent licensing. He has particular expertise in the Agricultural Biotechnology sector having gained industry experience with Zeneca Agrochemicals (now Syngenta) prior to founding IP Pragmatics. Rupert has an MA from Cambridge University and a PhD from Warwick University.

### Ronnie Georghiou

#### Executive Director (Services and ANZ) & Principal Consultant

Following over six years of managing late-stage trials with big pharma, Ronnie Georghiou joined IP Pragmatics in 2007. In this period he has gained extensive experience of managing and commercialising IP. To date, he has helped establish 3 Start-up companies and provided COO, business development, licensing, market intelligence and commercialisation support to a number of SMEs, government research and university clients. He has been directly involved in securing >£5M (public and private funding) for client commercialisation opportunities Worldwide. From Oct 2010 to Jan 2015, Ronnie successfully established the Australia & New Zealand subsidiary office in Sydney that continues to operate and grow today. Throughout this period, he established a

regional marketing, sales and customer service presence for IPR renewals and management services to ASX-listed SMEs, university, government research and small IP law firm clients in Australasia. Following his return to London, in June 2015 Ronnie was appointed Executive Director – Services to market, sell and support IPRIS services globally. Since 2005, IP Pragmatics has been the marketing partner for IPRIS AG, a high-quality, Swiss-based provider of patent and trademark renewals services. With respect to consulting, his specific focus is on commercialising products and services that include Pharma, Biotech, Medical Device, Diagnostic, OTC and FMCG opportunities. He holds a BSc (Hons) in Medical Biochemistry from University of London and an MBA from Imperial College.

### Elaine Eggington

#### Executive Director (Consulting) & Principal Consultant

Elaine Eggington has over 15 years' experience in commercialising early stage technologies through venture capital investment and consultancy. Since joining IP Pragmatics in 2009, she has conducted over 100 individual projects involving business development support, partnering, market research, competitive intelligence and IP landscaping of opportunities across a wide range of technology sectors for public and private sector clients. She successfully managed delivery of the Interact Partnership, a £1 million government-sponsored initiative to identify, develop and exploit tangible and intangible intellectual property from 6 UK government research organisations, and led the IPO-sponsored evaluation of the Impacts of the Lambert toolkit on negotiation of university – business research collaborations. Before IP Pragmatics, Elaine was the Investment Manager with day to day responsibility for the Lachesis Fund, the £8m University Challenge Fund for the East



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Midlands, managing a portfolio of 30 start-up companies and development technologies. Previously, she spent 12 years as an information manager in the life sciences industry, working in the NHS, at Peptide Therapeutics and Schering Agrochemicals. She has an MA from the University of Cambridge and an MSc from City University London.

## Amy Lam

### Head of IP Pragmatics Scotland & Principal Consultant

Dr Amy Lam joined IP Pragmatics in 2015 following 4 years with Edinburgh BioQuarter (now Sunergos Innovations). As Head of Business Development at BioQuarter, she and her team were responsible for facilitating commercial engagement with pharma and biotech and supporting the commercialisation of technologies arising from the University of Edinburgh's Medical School and NHS Lothian, for the development of new drugs, diagnostic tools and medical devices. Amy has worked in the field of IP and technology commercialisation since 2001, with experience ranging from evaluating commercialisation opportunities, managing IP portfolios, securing early stage seed funding through to carrying out commercial due diligence, valuation and licensing. While her experience is largely in early-stage medical and life sciences commercialisation, she has also concluded deals in other areas, such as digital technology. Prior to 2001, Amy worked in academia and the pharma industry both in the UK and the USA. Originally a pharmacologist by training, Amy holds a BSc (Hons) from the School of Pharmacy, University of London, and subsequently studied for a PhD in Neuroscience, awarded by the University of Glasgow. She also has an MSc in IP Law from Queen Mary University of London.

## Sophie Brayne

### Consultant

Sophie Brayne joined IP Pragmatics in 2011, prior to this she completed a placement at Bird & Bird LLP in

the Intellectual Property practice. She has also worked with science policy at the Society of Biology and in the strategic initiatives marketing division of Pfizer Animal Health in New York. Sophie is involved with business development at IP Pragmatics, and began at the company coordinating clients, marketing and sales for IPRIS AG. Her role involves market assessment, commercial positioning and IP analysis with particular interest in life science and medical technology. She completed her degree with first class honours in Biological Sciences with Pharmacology from the University of Edinburgh.

## Bansi Pattni

### Business Development Manager

Bansi Pattni completed a degree in Physics and Medical Imaging at the University of Nottingham in 2008. She went on to work with an educational software company before completing a Masters in Intellectual Property Management at Queen Mary University of London in 2010. For the past two years, Bansi has worked as an in-house IP Analyst for Mecal, an engineering company based in the Netherlands specialising in wind turbine and semiconductor technology. Her role involves UK marketing and sales of IPRIS, our unique patent renewals partner for University and small and medium-sized clients.

## Jon Burdach

### Australia & New Zealand Representative

Dr Jonathan Burdach has been working in the commercialisation of medical and biotech opportunities since 2008. Most recently, he worked for a life-sciences business development company, Bio-Link, where he was involved in over 40 projects focused on partnering and development of preclinical therapeutic, animal health and diagnostic opportunities. Concurrent with his role at IP Pragmatics, Jonathan is also engaged as a consultant to the Australian medical device company



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Nanosonics, where he takes on a multi-disciplinary role covering clinical research, medical and regulatory affairs and new product development. Jonathan holds a PhD in Biochemistry and Molecular Genetics from the University of New South Wales, a Bachelor of Biomedical Science (Hons) from the University of Tasmania and a Graduate Certificate in Innovation and Enterprise from the University of Sydney.

## Lara Spence

### **South Africa Representative**

Lara Spence has been working in the life sciences and reagents market since 2008. She worked as the London account manager for an international PCR company; specializing in the fields of molecular biology, medical science, R&D and veterinary science. She later went onto work as the UK and Ireland product manager for the biggest reagent and instrument distributor in the UK. Her role was to identify emerging innovative technologies and to bring these products to market as efficiently and effectively as possible. Her areas of expertise were in gene, protein and cellular research. She gained experience in managing academic and pharmaceutical accounts as well as spin-out and biotech companies. Alongside this, she built business relationships with global supply partners. Lara holds a Bachelor of Science (Hons) in Biochemistry from Rhodes University in South Africa and a Masters degree in the Management of Intellectual Property from Queen Mary University in London.

## Rebecca Ashton

### **Junior Technology Transfer Consultant**

Rebecca has a First Class BSc in Biochemistry from UCL. During her time at UCL, she volunteered as a science busker at The Francis Crick Institute and set up a new society for science busking at UCL. Rebecca has recently completed the MSc in

Management of Intellectual Property at Queen Mary and her IP knowledge will be a valuable base for her role at IP Pragmatics.

## Kyriakos Tzafestas

### **Junior Technology Transfer Consultant**

Kyriakos has obtained a BSc in Biological Applications and Technologies and an MSc in Biotechnology. He has worked in the recent past within the field of Technology Transfer Policy and as a Field Application Scientist. Kyriakos has a particular interest in life sciences and the commercialisation of biotechnology-derived research. He is also currently completing his PhD in Environmental biotechnology at the University of York.

## Scott McKellar

### **Technology Transfer Consultant**

Scott has a particular interest in the commercialisation of research from the chemical, environmental and life science sectors. He has an MSci in Chemistry and a PhD in Pharmaceutical Sciences. Over the course of these degrees he also worked in the pharmaceutical and speciality chemical industries. From 2012 until 2016 he was an academic researcher in the field of materials science at the University of Edinburgh.

## Rufus Charles

### **Specialist Associate**

Rufus Charles has been working on the exploitation of life science IP for the last 16 years. Prior to joining IPPL he led the new ventures arm of a technology transfer company where he was instrumental in founding the £4M Icenic Seedcorn Fund and served on its investment board. He also established operations for and served on the board of a large bioincubator facility. Additionally, Rufus has experience in life science licensing, food & agri business and consulting in the UK and overseas. Rufus has an MSc from Imperial College and an



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MBA from INSEAD.

## Louise Sarup

### Specialist Associate

Dr Louise Sarup has been working in the area of life science business sector for the last 15 years. She has experience in business development, licensing and marketing. Her expertise lies in the identification and evaluation of assets, valuation and negotiating license deals. Louise was based in Singapore between July 2010 and September 2015 where she was Head of Business Development and Licensing for D3, a drug development group based at A\*STAR, Singapore's lead research agency. Her previous roles include being a Corporate Development Manager at S\*BIO Pte Ltd. (Singapore) and Vice President of Business Development at Paramount Biosciences (London). She holds a PhD from University College London, a B.Eng (Hons) from Newcastle University and an MSc from Nottingham Trent University.

Louise is based in New York and works with IP Pragmatics to support their clients' needs in North America.