

## JAMES GERARD CONLEY

Clinical Professor  
Center for Research in Technology & Innovation  
Managerial Economics and Decision Sciences  
Kellogg School of Management, Northwestern University  
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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 GRADUATE SCHOOL OF MANAGEMENT**      Evanston, Illinois  
*Master of Management*, June 1992, EMP Class 24

### ACADEMIC POSITIONS

- 09/00 to  
present      **KELLOGG GRADUATE 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, 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
- 08/08 to  
08/11      **OTTO BEISHEIM GRADUATE SCHOOL of MANAGEMENT, WHU**      Germany  
*Visiting Professor, Chair of Technology and Innovation Management*
- 02/01 to  
present      **RECANATI IEMBA/HTMS PROGRAMS, TEL AVIV UNIVERSITY**      Tel Aviv, Israel  
**SCHULICH SCHOOL, YORK UNIVERSITY**      Toronto, Canada  
*Faculty Member, Kellogg International Executive MBA Programs*
- Summer 02 &  
Summer 03      **KEIO UNIVERSITY**      Yokohama, Japan  
**KEIO BUSINESS SCHOOL**  
*Visiting Professor, Faculty of Management*

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

### **RECENT HONORS/RECOGNITION**

- 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 Faculty Impact Award for teaching Intellectual Capital Mangement course to MBA & PhD students in 2011.
- Selected as 2007 Professor of the Year (also in AY2004), 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. Teeter 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 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.

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

- 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 11<sup>th</sup> 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.
- 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 2<sup>nd</sup>, 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
- Invited, keynote author presenting paper entitled "Scaling from Prototype to Production: A Managed Process" at the NSF/Dept. of Ed. sponsored conference addressing "Conceptualizing Scale-up: Multidisciplinary Perspectives" held November 3<sup>rd</sup> and 4<sup>th</sup>, 2003 in Washington D.C. This conference was organized by the Data Research and Development Center at the University of Chicago.
- Invited Plenary Speaker, Annual Meeting of German Academic Society for Innovation Management, Vallendar, Germany, 10/25/01
- ◆ Keynote Speaker, 9<sup>th</sup> Engineering Foundation Conference on the Modeling of Casting, Welding, Solidification Process, Aachen Germany, August 2000
- ◆ Invited Author, Special issue of ASME Journal of Manufacturing Sci. and Engr., November 1997 (see publication #15)

***CURRICULUM VITAE OF JAMES G. CONLEY (cont.)***

- ◆ Invited Speaker, Stanford University Center for Turbulence Research, June 1997

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

- 03/08 to Present      **WINNEMAC CONSULTING LLC** (<http://www.winnemac.com/>)      Chicago  
*Principal*
- 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 VITAE OF JAMES G. CONLEY (cont.)**

### **PUBLICATIONS**

#### **Archival Journals**

1. 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
2. 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
3. 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.
4. 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>
5. 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)
6. 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
7. 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).
8. 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).
9. 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).
10. J.G. Conley, J. Huang, Jo Asada and Kenji Akiba, *Modeling the effects of cooling rate, hydrogen content, grain refiner and modifier on microporosity formation in Al A356 alloys*, **Materials Science and Engineering: A** [285 \(1-2\)](#) (2000) pp. 49 – 55.
11. M. E. Seniw, J. G. Conley, and M. E. Fine, *The effect of microscopic inclusion locations and silicon segregation on fatigue lifetimes of aluminum alloy A356 castings*, **Materials Science and Engineering: A** [285 \(1-2\)](#) (2000) pp. 43 - 48.
12. V. Demas, T. Kulic, K. Diehl and J. G. Conley, *Validation of Casting Process Simulation Using Analogue Materials in a Microgravity Environment*, **Transactions of the American Foundry Society**, volume 108, (2000).
13. W. Wang, J. G. Conley and H. Stoll, *Rapid Tooling for Sand Casting Using the Laminated Object Manufacturing Process*, in **Rapid Prototyping Journal**, Volume 5, No. 3, pp. 134-140 (1999).
14. J. G. Conley, B. Moran, and J. Gray, *A New Paradigm for the Design of Safety Critical Castings*, **Journal of Materials and Manufacturing, SAE Transactions**, Volume 107, 1998, in press. Also published in **Aluminum in Automotive Applications**, SP#1350, SAE International Inc., Warrendale PA, 1998, pp. 25-38.
15. J. G. Conley, *The Ryobi “Air-Clean” 4-Cycle Engine: A Case Study in Engineering and Manufacturing Management*, in **ASEM/ASME Journal of Engineering Management**, Vol. 10, no. 2, pp. 23-31 (1998).
16. J. Huang, T. Mori and J. G. Conley, *Simulation of Microporosity Formation in Modified and Unmodified A356 Alloy Castings*, **Metallurgical and Materials Transactions**, [29B](#), no. 12, pp. 1249-1260 (1998).

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

17. H. Stoll, J. G. Conley, W. Wang, and R. Gustafson, *Tool Path Selection for Sand Casting*, **Transactions of the American Foundry Society**, volume 107, (1999).
18. J. Huang and J. G. Conley, *Computer Simulation of Pore Size and Shape for Equiaxed Aluminum Alloy Castings*, **Transactions of the American Foundry Society**, volume 106, (1998)
19. J. Huang, J. G. Conley, and P. Callau, *Alternative Methods for Porosity Prediction in Aluminum Alloys*, in *Journal of Passenger Cars*, **SAE Transactions**, Volume 107, 1998. Also published in **Developments in CAD/CAM and CAE**, SP#1336, SAE International Inc., Warrendale PA, 1998, pp. 93-103.
20. W. Wang, J.G. Conley and H. Stoll, *Rapid Tooling Error Analysis for Sand Casting*, **Transactions of the American Foundry Society**, *Received 1998 American Foundry Society Best Paper Award*, volume 106, (1998).
21. W. L. Wang, Y. N. Fan, J. Y. H. Fuh, H. W. Stoll and J. G. Conley, *Towards Intelligent Setting of Process Parameters for Layered Manufacturing*, **Journal of Intelligent Manufacturing**, **11**(1): 65-74, February 2000.
22. J. G. Conley and H. L. Marcus, *Rapid Prototyping and Solid Free Form Fabrication*, **ASME Journal of Manufacturing Science and Engineering**, Volume 119, 1997, pp. 811-816.
23. J. G. Conley et al, *The Development of a Durable, Cost Effective, Overhead Valve Train for Application to Small, 4-cycle Engines*, in *Journal of Engines*, **SAE Transactions**, Volume 105, 1996, pp. 1768-1780. This manuscript also published as **SAE Technical Paper #961729** and as part of **SAE Monograph SP-1195, Design, Modeling and Emissions Control for Small Two and Four Stroke Engines**, August 1996.
24. J. G. Conley et al, *The New Ryobi 26.2 cc 4-cycle Engine for Hand Held Power Equipment Applications*, in *Journal of Engines*, **SAE Transactions**, Volume 105, 1996, pp. 1756-1766. This manuscript also published as **SAE Technical Paper #961728** and as part of **SAE Monograph SP-1195, Design, Modeling and Emissions Control for Small Two and Four Stroke Engines**, August 1996.
25. T. Yamada, H. Usui, H. Tosa, H. Terauchi, and J. G. Conley, *Experience with the Production of Cast Aluminum Alloy Engine Blocks by Low, Medium, and High Pressure Casting Processes*, **Journal of Engines**, **SAE Transactions**, Volume 101, Section 3, pp. 1015-1028. This manuscript also published as **SAE Technical Paper #920572**, February 1992.
26. M. E. Fine, and J. G. Conley, *On the Free Energy of Formation of TiC and Al<sub>4</sub>C<sub>3</sub>*, in **Metallurgical Transactions**, **21A**, pp. 2609-2610 (1990).
27. J. G. Conley, J. R. Weertman and M. E. Fine, *Effect of Lattice Disregistry Variation on the Late Stage Phase Transformation Behavior of Precipitates in Ni-Al-Mo Alloys*, **Acta Metallurgica**, **37**, no. 4, pp. 1251-1263 (1989).
28. M. E. Fine, Y. C. Chen, J. G. Conley and J. A. Caputi, *Interface Adsorption and Ostwald Ripening*, **Scripta Metallurgica**, **20**, no. 5, (1986).

## **United States Patents**

29. 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.
30. 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.
31. 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.

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

32. 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.
33. 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.
34. 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.
35. 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**

36. 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.

### **Trade Reviews/Magazine Articles**

37. 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.
38. *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/>
39. *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>
40. *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>
41. J. G. Conley, *Trademarks, not Patents: The Real Competitive Advantage of the Apple iPod*, Core77 webzine, December 2005.
42. J. G. Conley, *Patents Come and Go – Trademarks are Forever*, Executive Counsel Magazine, Spring 2005.
43. J. G. Conley, *Manejando la propiedad intelectual en el Mercado global*, Strategy and Negotiations Magazine (in Spanish Language), Spring 2005.
44. J. G. Conley, *Managing Intellectual Property in the Global Marketplace: The Practitioners Perspective*. Kellogg World Magazine, Spring 2004.
45. J. G. Conley and J. Szoboscan, *Snow White Shows the Way*. Managing Intellectual Property Magazine, June 2001.
46. 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.
47. 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.
48. 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 VITAE OF JAMES G. CONLEY (cont.)**

49. 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**

50. 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>
51. *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**

52. E. G. Nichols and J. G. Conley, *An Airframe Design Perspective on Casting Process Simulation*, published in proceedings of **Simulation 2000, Ninth Conference on the Modeling of Casting, Welding and Solidification Processes**, August 20-25, Aachen, Germany, P. Sahn, P. Hansen, and J. G. Conley Editors, TMS Publications, 2000.
53. J.G. Conley and J. Huang *Benchmarking Experiments for Permanent Mold Aluminum Alloy A356 Castings*, in **Modeling of Casting, Welding, and Solidification Processes, VIII**, B.G. Thomas and C. Beckermann eds., TMS, June, 1998, pp. 1225-1240. **PEER REVIEWED.**
54. J. Huang and J.G. Conley, *Modeling of Microporosity Evolution During Solidification Processes*, in **Modeling of Casting, Welding, and Solidification Processes, VIII**, B.G. Thomas and C. Beckermann eds., TMS June, 1998, pp. 865-872. **PEER REVIEWED.**
55. J. Huang, P. Callau, and J.G. Conley, *A Study of Neural Networks for Porosity Prediction in Aluminum Alloy A356 Castings*, in **Modeling of Casting, Welding, and Solidification Processes, VIII**, B.G. Thomas and C. Beckermann eds., TMS, June, 1998, pp. 1111-1118. **PEER REVIEWED.**
56. P. C. Hsing, J. G. Conley and H. S Cheng, *Experimental Analysis of the Long Term Wear Results in a Four Stroke, Single Cylinder, Spark Ignition Engine*, in **New Developments in Engine Design, Aspiration and Lubrication**, ASME-ICE Division 1998 Spring Technical Conference, pp. 59-66. **PEER REVIEWED.**
57. J. Huang and J.G. Conley, *Modeling of Microporosity Evolution During Solidification Processes*, in **Review of Progress in Quantitative Non-Destructive Evaluation**, Volume 17B, pp. 1839-1846. **PEER REVIEWED**
58. J. G. Conley et al, *The Optimization of a 26.2 cc, OHV, 4-cycle Engine Aspiration System to Achieve 1999 CARB Emissions Standards*, published in, **Design, Modeling and Emissions Control for Small Two and Four Stroke Engines**, SAE Monograph SP-1195, August 1996, pp.67-75. **PEER REVIEWED.**
59. H. Omura, T. Miyoshi, Y. Takahashi, J. G. Conley, and M. Yodogawa, *Dispersion of NiAl Intermetallic Compound and Si<sub>3</sub>N<sub>4</sub> in Die Castings for Increased Wear Resistance*, in **Dispersion Strengthened Al Alloys**, Y. W. Kim and W. Griffith eds., AIME Publishing: Warrendale, PA. (1988).
60. N. Nishi, S. Kami, Y. Takahashi, H. Komoto, and J. G. Conley, *The Mechanical Properties of Al-Ni-Mg and Al-Mn-Mg Die Casting Alloys*, in **Dispersion Strengthened Al Alloys**, Y. W. Kim and W. Griffith eds., AIME Publishing: Warrendale, PA. (1988).
61. J. G. Conley, P. V. Kelsey and D. V. Miley, *Investigations of the Properties of Iron Enriched Basalt*, in **Advances in Ceramics Volume 8: Nuclear Waste Management**, G. G. Wicks and W. A. Ross eds., American Ceramic Society: Columbus, Ohio (1984), pp. 302-309. **PEER REVIEWED.**

### **Conference Proceedings and Technical Papers**

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

62. J. G. Conley and R. W. Wolcott, *Scaling from Prototype to Production: A Managed Process* at the NSF/Dept. of Ed. sponsored conference addressing "Conceptualizing Scale-up: Multidisciplinary Perspectives" held November 3rd and 4th, 2003 in Washington D.C. This conference was organized by the Data Research and Development Center at the University of Chicago.
63. W. Wang, J. G. Conley and H. W. Stoll, *Dimensional Variability Analysis in Post-Processing of Rapid Tooling*, **Proceedings of the 9<sup>th</sup> Solid Freeform Fabrication Symposium**, UT Austin, August 10-12, 1998.
64. K. Kurihara, L. S. Suchdev, and J. G. Conley, *Emissions Reduction of a Small 4-Cycle Engine for Hand Held Trimmers*, **Proceedings of Japan Society of Mechanical Engineers Annual Meeting**, 3/31 - 4/3/98, Tokyo, Japan, pp. 533-534.
65. W. L. Wang, J. G. Conley, *Stochastic Models for Manufacturing Systems*, published in the **Proceedings of the 23rd International Conference for Computers and Industrial Engineering**, Chicago, IL, March 29 ~ April 1, 1998.
66. K. Kurihara and J. G. Conley, *Design Considerations for Overhead Valve Train in Small High Speed 4-Cycle Engines*, published jointly by SAE (Paper #972101) and Japan Society of Automotive Engineers (Paper #9734340) in **Proceedings of Small Engine Technology Conference**, Yokohama, Japan, 1997.
67. J. G. Conley, J. Santner and T. Piwonka, *Engineering Issues in the Use of Premium Quality Airframe Castings in Commercial Aviation*. **Proceedings of NSF Institute of Mechanics and Materials Workshop** held July 19 and 20, 1996, University of California at San Diego.
68. J. G. Conley and D. M. Asher, *Team Management Practices and Development of the AC 4-cycle Engine*, published in **Proceedings of Impro '96**, Juran Institute, Wilton, Connecticut, 1996.
69. J. G. Conley, *Experience with the Selection of Prototyping Techniques during the Rapid Development of a Commercial 4-Cycle Engine*, in **Proceedings of The First World Congress on Intelligent Manufacturing Processes & Systems**, University of Puerto Rico at Mayaguez, February 13-17, 1995, pp. 1263-1270.
70. H. Omura, T. Miyoshi, Y. Takahashi, J. G. Conley and M. Yodogawa, *The Development of Die Cast Metal Matrix Composites for Tribological Applications*, in **Proceedings of 1988 MRS International Meeting on Advanced Materials**, May 29 to June 2, 1988, Tokyo, JAPAN. MRS Publishing: Pittsburgh, PA (1989).
71. J. G. Conley, J. R. Weertman, and M. E. Fine, *Phase Transformation of Gamma Prime Precipitates in Ni-Al-Mo Alloys*, in **Proceedings of Phase Transformation '87**, July 10 - 14, Cambridge, England. Institute of Metals: London, England (1988).

## **Working Papers**

72. H. Ernst, J. G. Conley and N. Omland, *Antecedents of Patent Management Proficiency and its Impact of Firm Performance*, under review.
73. H. Ernst, J. G. Conley and N. Omland, *The Contingent Nature of Firm's Patent Strategies and their Impact on value Creation through Patents*, under review.

## **CURRICULUM VITAE 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. *Rapid Product Realization through Integration: The INCS Path to Market*, Kellogg Technical Note, October 2007, w/ co-authors.
3. *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.
4. *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.
5. *Ttools 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.
6. *Ttools 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.
7. *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.
8. *Astrazeneca, Prilosec & Nexium*, Kellogg Case Series, Version 4.0, 11/2006, distributed through HBS Case Document, Teaching Supplement below
9. *Ground Rules are not the Rules of the Game*, Teaching supplement to AZ, Prilosec and Nexium Cases Support, distributed through HBS.

**CURRICULUM VITAE OF JAMES G. CONLEY (cont.)**

**RESEARCH GIFTS/ SPONSORED RESEARCH**

**Agency:** National Science Foundation

**Project Title:** PIRE Intelligent Structural Health Management

**Role:** Project Personnel (PI is NU ME Prof. Sridhar Krishnaswamy)

**Support Period:** Sept. 1, 2007 to Aug 31st, 2012

**Agency:** Alexander Von Humboldt Foundation

**Project Title:** Integrated Marketing and Intellectual Property Management

**Role:** Principal Investigator w/ Holger Ernst application via WHU

**Support Period:** Sept. 1, 2008 to Aug 31st, 2011

**Agency:** INCS, Ltd.

**Project Title:** Rapid Tooling Process Analysis

**Role:** Principal Investigator

**Support Period:** September 1, 2006 to June 30, 2007

**Agency:** Motorola Inc.

**Project Title:** Motorola Research Scholars Program

**Role:** Principal Organizer

**Support Period:** March 1, 2002 to December 31, 2007

**Agency:** Walter P. Murphy Society, McCormick School of Engineering, Northwestern University

**Project Title:** Development of a course entitled "Innovation and Invention" for engr. students & tech. professionals

**Role:** Principal Faculty Investigator

**Support Period:** January 1, 2004 to December 31, 2008

**Agency:** Federal Aviation Administration via Iowa State CNDE and NU Center for Quality Engineering and Failure Prevention

**Project Title:** Design and Quality Assurance of Aerospace Castings

**Role:** Principal Investigator

**Support Period:** July 1, 1998 through December 31, 2002

**Agency:** NASA Marshall Space Flight Center via Packer Engineering/Packer Foundation

**Project Title:** Experimental Validation of Casting Simulations using a Low Gravity Environment

**Role:** Principal Investigator

**Support Period:** July 1, 1999 through September, 2001

**Agency:** Department of Defense, Logistics Agency via Advanced Technology Institute

**Project Title:** Short Run Production Tooling for Sand Casting Using Fast Free Form Fabrication

**Role:** Principal Investigator

**Support Period:** January 1, 1997 through April 30, 2000

**Agency:** Chrysler Corporation Challenge Grant

**Project Title:** Tribology of Piston ring/liner combinations in Internal Combustion Engines

**Role:** Principal Investigator w/ Herb Cheng, Morris Fine and Tribology Center

**Support Period:** June 1, 1996 through December 30, 1998

**Agency:** NIST via IASTATE CNDE and NU Center for Quality Engineering and Failure Prevention

**Project Title:** Design, NDE and the Manufacturing Sciences

**Role:** Principal Investigator

**Support Period:** January 1, 1996 through January 30, 1999, ongoing

**Agency:** National Science Foundation

**Project Title:** Design and Microstructural Characterization of Near Net Shape Aluminum Alloys

**Role:** Principal Investigator

**Support Period:** April 1, 1997 through March 30, 2000

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

### **STUDENTS AND COLLABORATORS:**

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

1. **Christie Shan**, MMM Integration Project, Independent Study Winter 2011
2. **James McMicking**, MMM Integration Project, Independent Study Winter 2011
3. **Julie Baron**, MMM Integration Project, Independent Study Winter 2011
4. **Angela Cheung**, MMM Integration Project, Independent Study Winter 2011
5. **Jacob Bradbury**, Motorola Scholar, TECH499 Independent Study Spring and Fall 2008
6. **Rob Demento**, Motorola Scholar, TECH499 Independent Study Spring and Fall 2008
7. **Steven Frayne**, TECH499 Independent Study Spring 2009 and Summer 2009
8. **Remi Grosjean**, TECH499 Independent Study Fall 2007 and Winter 2008
9. **Brian Boroff**, Motorola Scholar, TECH499 Independent Study Spring and Fall 2007
10. **Sergi Perez Lerin**, Motorola Scholar, TECH499 Independent Study Spring and Fall 2007
11. **Matt Littell**, MMM Entrepreneurship Project, Independent Study Winter 07.
12. **Ben Nimmergut**, MMM Entrepreneurship Project, Independent Study Winter 07.
13. **Jeffrey K. Uhrig**, MMM Entrepreneurship Project, Independent Study Winter 07.
14. **Joni Carswell**, MMM Entrepreneurship Project, Independent Study Winter 07.
15. **Ryan Lisiak**, MMM Entrepreneurship Project, Independent Study Winter 07.
16. **Lisa Nagatoshi**, Motorola Scholar, Independent Study Spring and Fall 2006
17. **Ben Toronto**, Motorola Scholar, Independent Study Spring and Fall 2006
18. **Andrew Levy**, TMP student, Independent Study, TECH499 Spring 2006
19. **Andrew Cromey**, Motorola Scholar, Independent Study Spring and Fall 2005
20. **Inderpal Singh**, Motorola Scholar, Independent Study Spring and Fall 2005
21. **Owen Tatsuta**, Independent Study TECH499, Spring '05.
22. **Andreas Pecher**, MMM Entrepreneurship Project, Spring 05.
23. **Raymond Chen**, MMM Integration Project, Independent Study Winter 2005
24. **Michelle Kong**, MMM Integration Project, Independent Study Winter 2005
25. **Andre Davis**, MMM Integration Project, Independent Study Winter 2005
26. **Manish Mahajan**, MMM Integration Project, Independent Study Winter 2005
27. **Geoffrey Nudd**, Motorola Scholar, Independent Study Spring and Fall 2004
28. **G. "Steve" Wang**, Motorola Scholar, Independent Study Spring and Fall 2004
29. **Vikram Talada**, MMM Integration Project, Independent Study Winter 2004
30. **Vineet Agrawal**, MMM Integration Project, Independent Study Winter 2004
31. **Joonhorng Lee**, MMM Integration Project, Independent Study Winter 2004
32. **Miki Kawahara**, MMM Integration Project, Independent Study Winter 2004
33. **Prakesh Changrasekar**, MMM Integration Project, Independent Study Winter 2004
34. **Ian Vacin**, MMM Entrepreneurship Project, Winter 2004
35. **Willie F. Harbert**, MMM Entrepreneurship Project, Winter 2004
36. **Farrokh Batliwala**, MMM Entrepreneurship Project, Winter 2004
37. **Fang-Kuey Chang**, MMM Entrepreneurship Project and TECH independent study, Winter 2004
38. **Zubair M. Zecarius**, WHU EMBA Thesis on the Three lives of the Aspirin brand, Summer 2003, primary advisor
39. **Kartik Natarajan**, Motorola Scholar, Independent Study Spring and Fall 2003
40. **Prasanna Vinjamuri**, Motorola Scholar, Independent Study Spring and Fall 2003
41. **Carsten Sambraus**, WHU EMBA Thesis on Mass Customization at 3M Europe, Summer 2002, primary advisor
42. **Dr. Frank Gonser**, WHU EMBA Thesis on Marketing and IP Strategy in German Dental Products Industry, Winter 2002, primary advisor
43. **Joachim Schmidt**, WHU EMBA Thesis on Intellectual Capital Management/Knowledge Management in German Firms, Summer 2002, primary advisor
44. **Shantaram Jonalogadda**, Motorola Scholar, Independent Study Spring and Fall 2002
45. **Andrew Bockelman**, Motorola Scholar, Independent Study Spring and Fall 2002
46. **Eric Victory**, MMM Integration Project, Independent Study Winter 2002
47. **Jayanthi Goli**, MMM Integration Project, Independent Study Winter 2002
48. **Matt Courson**, MMM Integration Project, Independent Study Winter 2002
49. **Tiffany Schad (Lt. Commander USN)**, MEDS Independent Study, Fall 2001
50. **Eric Wong**, NU Center for BioTechnology, MEDS Independent Study, Spring 2001
51. **Geetha Krishnan**, NU Center for BioTechnology, Independent Study, Spring/Summer 2001
52. **Linda Fitzpatrick**, MMM Integration Project Winter 2001, MEDS Independent Study

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

53. **Nadeem Ghani**, MMM Integration Project Winter 2001, MEDS Independent Study
54. **Jeri-Beth Richards Ward**, MMM Integration Project Winter 2001, MEDS Independent Study
55. **Stephen Chesna**, MMM Integration Project Winter 2001, MEDS Independent Study
56. **Kenya Takeda**, MMM Integration Project Winter 2001, MEDS Independent Study

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

1. **Dr. Emilia Peuhu**, CRTI Visiting Scholar, Winter Spring 2011
2. **Dr. Anders Bjorkbom**, CRTI Visiting Scholar, Winter Spring 2011
3. **Dr. Alexander Krasnikov**, CRTI Visiting Scholar, 2007-2011, now Asst. Professor at GW University
4. **Mr. Alexander Goetz**, Ph.D. student WHU, Visiting pre-doctoral student, Summer 2009
5. **Mr. Michael Schramm**, Ph.D. student WHU, Visiting pre-doctoral student, Summer-Fall 2009
6. **Dr. Ulrich Lichtenthaler**, CRTI Visiting Scholar, Summer 2008 recently promoted to Full Professor w/ chair @ WHU
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.
- Formal collaboration with MAGMAsoft, the global leader in commercial casting software development and sales. My group is developing the defect models that they may write into the code. This collaboration dates back to 1994 and is supported by MAGMAsoft.

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

### **TEACHING**

New **Kellogg School of Management** MM/TMP/MMM Courses Developed since 01/2000

- MKTG 464 A&B, **Product Design and Marketing** MM/TMP Course that explores convergence of design methods and marketing research to realize “Design thinking”. Case studies explore packaging and product configuration challenges for marketers in contexts such as retail, pharmaceuticals and beverage markets. Lecture, Case Studies, Final exam. Alpha offering Fall 2009.
- MGMT 441, formally TECH441, **Intellectual Capital Management**. MM/TMP Course designed to explore how innovation intangibles asset byproducts such as intellectual properties can be strategically managed in both local and global markets. TECH 441 counts towards following majors: Entrepreneurship & Innovation, Health Enterprise Management, International Business (affiliate), MMM/MEM design track, Managerial Economics, Technology Industry Management and Biotechnology. Lecture, Case Studies, Midterm, Final project. Alpha offering winter 2001. Note that variants of this course are taught in the Kellogg/WHU and Kellogg/Recanati HTMS and Kellogg /York Univ. Schulich Intl. Executive MBA Programs and in the EMP program.
- TECH919, **Innovation Process Management**. MM/TMP Course examines the process of product/service design and development with some emphasis on how traditional approaches to product development are impacted by the growth of information technology. Lecture, Case Studies, Guest Speakers, Midterm, Final project. Alpha offering Fall 2000, Beta Fall 2001. A variant of this course was taught at KEIO university in summer of 2002.

**Kellogg** Continuing Education (Allen Center and other Kellogg Center Programs)

- **Managing New Products and Services for Strategic Competitive Advantage**. all offerings (3-4/year) since Fall 1999, JGC Co-Academic Director.
- **Kellogg Executive Development Program**, November 2010
- **Kellogg Management Institute (KMI)**, Spring 2007 and Spring 2008, Winter 2011
- **Kellogg Allen Center Renaissance Program**, Spring 2007 and Spring 2008
- **Kellogg Biotech Center offering "University Leadership" to NU Faculty (non-Kellogg)**, February 2009, 2010, 2011
- **Kellogg Biotech Center offering "Business for Scientists" to NU Faculty (non-Kellogg)**, February 2008.
- **Kellogg Biotech Center offering "Business for Scientists" to Johns Hopkins University Medical Faculty**, May 2007.
- **Kellogg Biotech Center offering "Business for Scientists" open enrollment**, April 2011.
- **WHU international MBA module at Kellogg**, November 2006, 2007, 2009, 2010
- **Sasin Executive MBA international module at Kellogg**, Spring, 2007 & Spring 2008
- **Sasin international MBA module at Kellogg**, August 2006, 2007
- **Nyerode international MBA module at Kellogg**, July 2006, 2007
- **FDC/STC Brazil Kellogg Summer Program**, all offerings since 2004
- **Kellogg Healthcare Management program**, Fall 2005 to present
- **Managing Product Design and Development**, McCormick MPD Program CE offering, March, October 2006 to present
- **Management of Intellectual Property**, Kellogg Center for BioTechnology Program/WIPO program, 2005 to present
- **Kellogg Information Systems 2002 Academic Retreat**. J. G. Conley designed a custom offering on innovations and NPD for the KIS staff.
- **Institute of Finance Executives Program**. May 2001
- **National Minority Suppliers Development Council Executive Development Program**, all offerings here and elsewhere since June 2000.

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

- *Winning Strategies for eBusiness.* 1999 to 2002.
- *Nokia/Beijing University Executive Development Program.* J. G. Conley faculty, July 2000
- *NU Transportation Center Management Development Program,* J. G. Conley faculty, June 2000
- *Sasin Chulalongkorn Visiting MBA Class,* J. G. Conley faculty, June 2000
- *Honeywell Executive Development Program.* J. G. Conley faculty, June, August 2000

### McCormick School of Engineering Courses Developed

- DSGN 350, *Innovation and Invention:* 10 week course on how the patent system and other forms of intellectual property enable, inform and empower inventors such as engineers, designers and scientists. This is an educational offering to engineering students that is unique to the NU learning experience. Alpha offering 2004, Beta 2006, Gamma 2007. Delta Winter 2009
- MPD 458, *Intellectual Capital Strategy for Product Development:* Graduate Course for NU MPD Program designed to build fundamental understanding of how the intellectual property systems maybe used to build sustainable competitive advantage in markets for discrete products. Lecture, Case Studies, exam Offered each Winter Q since 2004 to all MPD graduate students classes. This course voted best of curriculum in initial year of MPD program, 2004 and again in 2007.
- IEMS497-05, *Rapid Product Innovation for Manufacturing Managers.* Five week course on the role of rapid product realization technologies in sustaining innovation and developing strategic competencies in a manufacturing enterprise. This course developed specifically for McCormick/Kellogg MMM Program. JGC also developed and published first MMM program specific case study for this course.
- IEMS497-15, *Intellectual Property Strategy for Manufacturing Managers.* Five week course on product design strategy and the role of Patents, Trademarks, Trade Names, Trade Secrets, Copyrights and other forms of Intellectual Capital for the manufacturing enterprise. This course developed specifically for McCormick/Kellogg MMM Program.

### Other Mechanical Engineering Courses Taught

- ME D40, *Product Design.* MMM graduate program course team taught w/ H. W. Stoll and D. Frey
- MEB40, *Introduction to Design and Manufacturing,* taught w/ W.R.D.Wilson
- *Design for Manufacturability,* C480 Team taught w/ Henry Stoll.
- *Prototyping and Tooling for Rapid Product Development,* C490
- *Product Design,* part of NU McCormick Executive Briefings for Managers of Technology series.

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

### **ACADEMIC COMMUNITY/PROFESSIONAL SERVICE ACTIVITIES**

#### **Kellogg School of Management**

- 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
- Day at Kellogg course speaker, 3/31 – 4/1/06
- 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
- Guest Speaker, GIM Trip Japan Clases winter Q 2010 (scheduled), 2009, 2008, 2006, 2005, 2004, 2003 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.
- 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.
- Primary research sponsor/advisor to US Navy e-Business Operations Office Summer 2001 intern Lt. Cmdr. Tiffany Schad (KSM class of 2002). This recent graduate career Naval Officer was in a position of considerable importance inside the USN, trying to integrate and or stream line a number disparate legacy information systems/databases used to supply the extended Navy/Marine fleet and air operations. Sensing an opportunity, I agreed to guide her research. This initial inquiry led to serious questions about ERP solutions etc. for a globally extended enterprise and spawned a USN sponsored research program for Kellogg faculty member Mark Jeffery.
- Advisor to MMM CY 2001 Entrepreneurship project team that sought intellectual property protection for their innovations.
- Advisor to numerous other Kellogg students and staff seeking to understand more about using intellectual property to protect/leverage their investment in knowledge offerings.
- Advised Kellogg academic visitors and or entrepreneurs who were seeking advice on Intellectual Capital/curriculum issues and or business strategy matters in general.

#### **Selected Service to Northwestern University Community**

- Trademark Public Advisory Committee 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 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.

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

- 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.
- Session Chairman, Eighth International Engineering Foundation Conference on the Modeling of Casting, Welding and Solidification Processes, June 1998, San Diego, CA.
- Invited Panelist, American Foundrymen's Society 105<sup>th</sup> Congress, April 1997
- Outside Reviewer, US Department of Education FIPSE sponsored "Invention Center" at Illinois Institute of Technology, Professor Francisco Ruiz, PI., 1996 to 1999.
- National Science Foundation Panel Review participant, 1995, 1996, 1998, 1999; Mail reviewer 1998, 1999
- Principal Organizer, NSF/Institute of Mechanics and Materials Workshop on Aerospace Castings, July 1996

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

- **The Strategic Management Society (SMS)**, 2004 to present
- **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 (see [http://www-imm.ucsd.edu/pubs/rpts\\_topten.html](http://www-imm.ucsd.edu/pubs/rpts_topten.html)).

## **OUTSIDE CONSULTING:**

Consultant and trainer in a number of Innovation and or Intellectual Property contexts. Clients include 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, Primex Inc., Polaris Industries, OpenText, Inc., Eaton Corporation, NASA, US Defense Logistics Agency, The Federal Aviation Administration, Donnelley Corporation, MOTOROLA, Peabody Western Coal, Mercury Marine, HEICO Investments, 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, Accomplished mountaineer/alpinist.

**HOME LIFE:** Father of 5 children, Sophie (13 yrs.), Anabelle (11 yrs.), Lily (9 yrs), Liam (8 yr.) & Caroline (5 years), I am happily married to Sally, my kindergarten classmate.

**ADDITIONAL DATA AVAILABLE UPON REQUEST**

**March 31, 2011**