



Mr. Matteo is CEO of Fulcrum Strategy, providing strategic guidance and tactical execution to realize maximum commercial advantage from innovation and intellectual property assets: from invention through monetization. (www.fulcrumstrategy.com)

His career spans over twenty years across all facets of the strategic creation, funding, management and commercialization of high-value innovations and IP assets – all in an international context.

- 25 Years Executive Management & Hands-On Experience: USA, Asia & Europe
- Innovation Strategy: Actionable Creation, Acquisition & Management Strategies & Execution
- Monetization: Asset Sales, Assertion, Alliances, M&A, Arbitrage Opportunities
- New Business Creation: Start-Ups, "Lift-Outs" & Investment Vehicles
- Novel Business Models & SPVs: Realizing Optimal Value From IP & Innovation
- Deep Academic Connection: Stanford University & Tsinghua University (清华大学) in Beijing
- Intellectual Property: Chairman of the US Patent & Trademark Office Public Board
- International: Successfully closed high-value deals (and lived) in Asian and Europe

With an emphasis on creating commercial impact, he focuses on developing advantaged technologies that command profitable market positions, then fortifying that advantage through comprehensive intellectual property protection. Regularly employing vehicles such as new business creation (start-ups/spin-outs), M&A, licensing, assertion, venture/strategic funding, and novel business models, he also ensures optimal returns from these assets. To that end, he has successfully completed transactions representing organizations in the US, Europe, and Asia, ranging from Fortune 500® companies to start-ups, universities and national laboratories. Aside from their strategic benefits, a number of these transactions were valued at over US\$100 million.

Mr. Matteo operates across industry and technology domains spanning: mobile computing & smart-phones, big data, social-networking, energy and clean-tech (e.g. solar & water), web and e-commerce, computer and consumer electronics, networking (e.g. interoperability & security) and telecom.

Career History: Damon C. Matteo was formerly Vice President & Chief Intellectual Property Officer of the Palo Alto Research Center (PARC), where he directed all aspects of PARC operation which touch innovation assets: including selecting research investments, the strategic management of innovation assets and their commercialization. Previously at Hewlett-Packard, where he was brought in to create and manage a world-class licensing organization, Mr. Matteo directed world-wide intellectual property transactions for all of Hewlett-Packard. In addition, Mr. Matteo has worked for multi-national corporations (e.g. Xerox), start-ups, national laboratories (e.g. Lawrence Livermore National Laboratory) and universities (e.g. University Of California). Mr. Matteo has also lived and worked for several years in both Asia and Europe where he acquired "native" international experience.

Awards & Distinctions: In recognition of his professional standing, Mr. Matteo's awards and distinctions include being named one of the "Fifty Most Influential People in Intellectual Property" by both *Intellectual Asset Magazine* and *Managing Intellectual Property Magazine*, the National Technology Transfer Excellence Award given by the U.S. Federal Government, *NewsLink's* "Profile In Excellence" for technology transactions, the "R&D 100 Award" by *R&D Magazine*, and Senior Distinguished Fellow for the Center For Advanced Technology for his research into high-technology intellectual asset creation and value extraction.

Board & Expert Roles: Additional leadership roles for Mr. Matteo include: two-term Chairman of the US Patent & Trademark Office's Public Advisory Committee, which operates like a Board Of Directors (overseeing operations, goals, performance, budget, etc...) for the USPTO; the Board of the Stanford University Hoover Institution for Intellectual Property & Innovation; the Board of the Tsinghua University IP Center; the Board of the European Center For Intellectual Property Studies, the Board at the Intellectual Property Institute Of Norway and as Chairman of the Silicon Valley Licensing Executive Society Chapter. Mr. Matteo also serves as an expert for the U.S. Congress, federal agencies e.g. U.S. Department Of Commerce and U.S. Security & Exchange Commission, the United Nations, at trial and for corporations worldwide.

Author & Speaker: A recognized thought leader dedicated to developing new theory and advancing best-practice in realizing value from innovation assets, Mr. Matteo is also a recurring by-line columnist, an author, the subject of frequent interviews and a sought-after lecturer at graduate universities and professional organizations worldwide. Publications as varied as *Nihon Keizai Shimbun* (日本経済新聞), *Intellectual Asset Magazine*, *Inventors Digest*, *World IP Review*, the *Register* and *Law.com* have interviewed Mr. Matteo. In an academic capacity, Mr. Matteo serves as professor at Tsinghua University (清华大学) in Beijing focusing on innovation, entrepreneurship and IP strategies as well as at the Tsinghua X-Lab entrepreneurial center, lectures at graduate schools at Stanford University, UC Berkeley and MIT. A popular invited speaker, Mr. Matteo lectures for professional organizations and universities in the USA, Asia and Europe including Wall Street Journal, Licensing Executives Society, IP Business Congress, Management Roundtable, Venture Capital Task Force, Association of University Technology Managers, and myriad law firms.

China Experience: Mr. Matteo has significant cross-border business experience in China for over 15 years, as well as deep academic ties – covering both the theory and best practice of doing business within China, and between China and the West. He has worked with Chinese multinational companies, State Owned Enterprises (SOEs), mid-cap companies, and start-ups. His scope of work includes strategic innovation management, M&A, new business creation/startups as well as licensing, and IP assertion/defense. On the academic side, Mr. Matteo is a course professor at Tsinghua University's Business School, and lectures at the Tsinghua Law School and School Of Public Policy & Management, as well as serving on the board of the Tsinghua IP Center and X-Lab Entrepreneurial Center.