



Structuring Successful Collaborations between Academia and Industry MICCAI 2004, Panel Discussion

Panelists

- Sir Mike Brady, *Oxford University, Mirada Solutions* (Guest of Honor)
- Tina Kapur, *former of GE Medical Systems, Epiphany Medical* (Chair)
- Vern Jensen, *GE Healthcare*
- Christian Lappe, *NDI*
- Gaetan Marti, *Atracsys*
- Nassir Navab, *former of Siemens-SCR, TU Muenchen*
- Trish Scott, *Ascension Technology*
- Jim Williams, *Siemens-SCR*

Time Tuesday, September 28, 6:00-7:30pm

Venue: Auditorium

Goal of the Session

The goal of this session is to provide an industry perspective on structuring successful collaboration between academia and companies. The companies represented in this panel span various stages of development from startup to market leading multi-national corporations, and the panelists have played key roles in founding, running, and mergers and acquisitions within these companies. The panelists have also led their companies in establishing collaborative relationships with academic institutions and individuals, and will share their perspective on different types of relationships (licensing, individual consulting, sponsored research), the different metrics used in industry for measuring success of an academic collaboration (market share, revenues, profits, intellectual property, recruiting pipeline), and discuss examples of the types of collaborations that they would like to repeat or avoid in the future.