

## Why Become an RTTP?

The Technology Transfer profession has existed – some might say, thrived - for many years without there having been any means of accreditation. Technology transfer officers recruited staff primarily on the basis of their experience and aptitude rather than on qualifications.

So what has changed? Why have leading Tech Transfer Associations across the world thrown their weight behind the Alliance of Technology Transfer Professionals (ATTP). In this article, we will take a look at some of the reasons why ATTP was created in the first place as well as the many benefits we believe that becoming a Registered Technology Transfer Professional (RTTP) confers upon you.

### Growth and Guidance

In any facet of life, when something begins to grow at a rapid rate, a certain element of guidance and direction is employed to ensure healthy growth and to learn the lessons of previous generations. We

teach children values and manners and provide plants with support for vertical growth. Similarly, with the exponential growth of the technology transfer industry, a need for worldwide clarity and guidance was recognized by many of our colleagues. As a response to that need, ATTP was created to serve as a stabilizing foundation that provides several important services:

- Institute a uniform means of practice, standards, and accreditation
- Establish standards for the different areas of our profession that are accepted world wide
- Unite professionals on a global scale

One of the main functions of ATTP that facilitates the above is its **Registered Technology Transfer Professional (RTTP)** program. The RTTP program recognizes technology transfer professionals for achieving certain milestones in their development. Some of the most senior members of the profession have defined the standards that RTTP measures and review the applications themselves. We are encouraged by the number of our prominent peers who have applied for the qualification, which provides several valuable benefits.

### RTTP Benefits

- Provides international recognition as an expert in the profession
- Establishes credibility within the industry
- Furthers education and development of skills and knowledge, thus increasing credibility and ensuring personal excellence

ATTP is an organization that is dedicated to the development and benefit of individuals like yourself, our fellow technology transfer professionals. The RTTP status that we provide is widely becoming a keystone qualification in our profession that distinguishes the professionals from the amateurs.

RTTP's now span 11 countries over four continents. Take advantage of our simple [three-step registration process](#) today.

## Meet Recent RTTPs

- |                        |                        |
|------------------------|------------------------|
| • Mark Anderson        | • Gabor Lamm           |
| • Penny Attridge       | • Patricia Latter      |
| • Nicole Baute Honoree | • Gionata Leone        |
| • Louis Berneman       | • Kirsten Leute        |
| • Jan Bingley          | • Vicki Locke          |
| • Mark Bloom           | • Tom Major            |
| • Daryl Boudreaux      | • Marc Malandro        |
| • Alison Campbell      | • Jane Muir            |
| • Phil Clare           | • Lita Nelsen          |
| • Kevin Cullen         | • Sue O'Hare           |
| • Stewart Davis        | • Denichiro Otsuga     |
| • Dominic De Groot     | • David Owen           |
| • Rudy Dekeyser        | • John Perchorowicz    |
| • Kathleen Denis       | • Steven Price         |
| • Bernard Denis        | • Kirstin Rencher      |
| • Patrick Di Stefano   | • Thomas Schmidt       |
| • Barbara Eccles       | • Christian Schmock    |
| • Richard Ehrlickman   | • Andy Sierakowski     |
| • Joern Erselius       | • Jeff Skinner         |
| • Tim Fell             | • Karen Smith          |
| • Sean Flanigan        | • Christian Stein      |
| • David Gulley         | • Ashley Stevens       |
| • Page Heller          | • Simran Trana         |
| • Alistair Hick        | • Paul van Dun         |
| • Michael Hill-King    | • Koen Verhoef         |
| • Bart Klijsen         | • Vijay Vijayaraghavan |
| • Richard Kordal       | • Pat Weeks            |
| • Angela Kukula        |                        |

# RTTP—Breaking into the Global Marketplace



Alison Campbell

I have spent most of my working life at the interface between academia and business. I have worked with great people, on both sides of the fence, who have shown talent, professionalism and experience. And yet we have had no recognized profession for those who engage in the job of technology transfer and knowledge transfer. The formation of the global Alliance for Technology Transfer Professionals and the creation of the Registered Technology Transfer Professional (RTTP) redresses this, not at a parochial level, but in a truly international way. With a review panel of senior practitioners drawn from several countries, an RTTP has achieved a level of recognition that is truly meaningful in the global marketplace.

The path to achieving RTTP status is one that is credible to me. When thinking about defining the profession, those of us who lead teams of technology transfer and knowledge transfer managers agreed that an exam-based route would not be sufficient. What we require is evidence that the individual has the appropriate experience, training, and achievement in the profession. Being an RTTP is a statement that an individual is a true

technology transfer or knowledge transfer practitioner. This “knowledge through doing” philosophy underpins PraxisUnico in the United Kingdom.

The way in which the qualification has been developed allows the broad base of skills and roles within the profession to be embraced and permits those who work in any aspect of technology or knowledge transfer space to be recognized. For example, the registration status is relevant to those who work in business development, those who manage and transact intellectual property, and those whose role is sales and marketing within a transfer team.

So why did I choose to apply to become RTTP? I believe in our profession and as a leader in the area I think it is as important to me, as to my team, to have a professional qualification. We know younger people in the professional world value such a qualification and I do see that it will become more common in recruitment. When I see someone who is an RTTP, I am confident in the value of their award because I trust the quality and stringency of the review process – and the reviewers themselves.

*Alison Campbell, OBE Ph.D RTTP, is the Managing Director at King’s College of London Business Ltd.*



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Application Deadline: January 19, 2012

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alliance of technology transfer professionals

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