ETM
Department of Engineering and Technology Management

Technology Management Seminar Series
Graduate Seminars - Winter 2009

Rita Laxton, Ph.D.

Protecting value through intellectual virtual monopolies

Abstract:
As the Chinese curse states, we are living in interesting times. Margins are eroding and organizations all over the US are slimming down in anticipation of the hard economic times continuing through 2009. In an environment where companies are pitted against each other for their share of shrinking consumer dollars, a comprehensive intellectual property plan can protect your competitive space. This talk will cover some of the fundamentals of IP strategy and how to use it to build and strengthen legal market entry barriers.

Rita Laxton has an MBA in Technology and a Ph.D. in Business Strategy from South Africa while working full time in technical positions (IBM) and in management, rising to VP of Strategic Planning for the Barclays Banking group.

She came to the USA in 1987, and taught marketing at the Atkinson Graduate School of Management, Willamette University for 8 years. Since then she has held senior management positions with KPMG Consulting in Chicago, as VP - Marketing with a local technology consulting firm, DB Professionals, and as CIO for the City of Hillsboro. She joined Regence BCBS in 2007 and is now working on a marketing / technology Key Initiative. Throughout, she retained her part-time post as Associate Professor on OGI’s Master of Science & Technology program.

Rita continues to teach at OHSU, primarily a course on “going to market”. Her last “academic” publication, “The World Wide Web as a Neural Network: Implications for Market-driven Web Enabling” was a joint winner of the Elsevier prize for the outstanding paper from the Journal of Technological Forecasting and Social Change.

Day: January 29, 2009
Time: Noon – 1 pm
Room: Unitus Building 203
2121 SW 4th Avenue
Portland, OR 97201