

## **Biography**

### **Gordon Petrash PetrashWilliamson, Inc.**

Gordon Petrash is one of the world's foremost authorities on intellectual asset management. Prior to forming PetrashWilliamson, Petrash was the Chief IP Strategist at Delphion Inc.. Preceding Delphion, Petrash was a partner in the IAM practice of PricewaterhouseCoopers LLP. There, he led the development and implementation of IAM processes and systems for Fortune 100 companies across a broad spectrum of industries.

Previously, Petrash was Dow Chemical's first global director of intellectual asset and capital management. He built and led a global organization that increased Dow's intellectual property licensing revenue to \$125 million from \$25 million, and reduced intellectual property maintenance costs by \$50 million.

An IAM visionary whose work has been cited by numerous books, journals and studies, Petrash has created and conducted IAM workshops and symposiums for organizations such as the Securities and Exchange Commission, Brookings Institute, Institute for International Research, Hoover Institution, M.I.T. and the Licensing Executives Society. He is also one of the founders of the Intellectual Capital Gathering.

### **Past Speaking Experience**

- World Trade Conference - London - 6/15/98
- Wharton School - "Intellectual Capital, What is the role of HR?" - Philadelphia - 4/7/98
- Industry Magazine Conference - "Knowledge" - Chicago - 3/31/98
- Goal QPC - "Knowledge Conference" - Boston - 3/30/98
- State Bar of Michigan - "Intellectual Asset Management" - East Lansing - 3/23/98
- EXEN Television Broadcast - Knowledge Assets education program - 3/24/96
- Intellectual Property Leadership Forum - Price Waterhouse - Phoenix - 3/98
- Knowledge Symposium 1 - Motorola University - Chicago - 2/98
- IIR Knowledge Conference - Clearwater - 1/98
- Leader Talk with Garrison Krause - Pharm Millenium - Public Broadcast - West Palm Beach - 1/28/98
- Business Intelligence - "Knowledge Management 97" - London - 12/2/97
- AIC Knowledge Management Conference - Singapore - 10/26/97
- Knowledge Management - Amsterdam - 10/97
- World Business Conference - Knowledge Management - 10/97
- Intellectual Capital Conference - Israel - 10/97
- Chief Knowledge Officer Summit - "The role of the CKO" - London - 10/10/97
- Center For European Policy Studies CEPS - "Valuing Intellectual Capital" Brussels - 10/6/97
- UC Berkley Haas School of Business - "Knowledge Dynamics and Innovation Forum" - 9/30/97
- (PBS Broadcast) "Knowledge Management" - The Business Channel, ILL& Nortel - Raleigh 9/25/97
- Brookings Institute - "Intellectual Capital Accounting" - Washington D.C. 7/97
- Hoover Institution Conference - "Measuring Intellectual Capital" - Stanford Univ. - 6/19/97
- ICBI/A. Andersen - "International Congress on Knowledge Management" - Chairman - London 6/97
- I.C.M. Conferences - "Creating Value Through Knowledge Management" San Diego 2/97
- Institute for International Research - "Measuring Intellectual Capital" - Miami 1/29/97

- M.I.T. Conference on Intellectual Property Management - "The Future of Intellectual Asset Management and Its Impact On Business Strategy" - Boston 12/9/96
- Business Intelligence Knowledge Management Conference - Conference Chairman - London 12/96
- American Productivity and Quality Center - Knowledge Management Conference - San Diego 10/96
- Linkage - "Knowledge Based Leadership" - Maximizing Intellectual and Human Capital "Managing Knowledge Assets for Value - Boston 10/17/96
- Financial Accounting Standards Board (FASB) & Governmental Accounting Standards Board (GASB) - "Valuing Intangible Assets" - Connecticut 9/17/96
- Intellectual Property Law Conference - "What Company's Look for from Outside Council"- Cincinnati 9/96
- American Productivity and Quality Center "Best Emerging Knowledge Management Practices" Dow recognized as a leader - Houston 5/22/96
- Conference Board- "Valuing Intangibles" - New York 5/21/96
- Security and Exchange Commission Symposium- "Financial Accounting and Reporting of Intangible Assets - Washington DC 4/11/96
- Business Intelligence- Keynote Speaker - "Leveraging Knowledge for Sustainable Advantage"- London 3/96
- Business Intelligence- "Business Performance Measurement" - London 11/7/95
- Canadian Human Resource Planners- "A Learning Forum" - Calgary 10/2/95
- Arthur Andersen & The American Productivity & Quality Center - "The Knowledge Imperative Symposium" - Houston 9/11/95
- Perform - "Best Management Practices Series" - Montreal 6/5/95
- Ernst & Young and Business Development Associates - "Managing,
- Measuring & Valuing Your Company's Intellectual Capital"- Chicago 5/11/95
- Coopers & Lybrand - "Intellectual Property Business Issues Conference"- 1/23/95
- Licensing Executive Society -"Extracting Value From Intellectual Assets"- 11/94

**Publications (includes both articles written by Petrash, and articles that include contributions from Petrash)**

- Profiting from Intellectual Capital – Sullivan/Petrash – Wiley - 1998
- IW Industry Week - (June 22,1998)
- Working Knowledge - Thomas Davenport & Larry Prusak - Harvard Business School Press – 1998
- Computer World - (Dec 29,1997 - Vol 31 - #1) - "Corporate Strategies - Gordon Petrash"
- Intellectual Capital - Johan Roos - MacMillan Press LTD – 1997
- Information Week - (Oct 20, 97) "The level of knowledge" - Knowing what we know
- Chemtech - American Chemical Society - Oct 97 - "Visualize, Measure, & Manage Knowledge - Petrash, Bukowitz
- Financial Times - U.K. - "Management - Many companies do not know what they know" 7/24/97
- Fast Forward - Intellectual Capital - (August 97) - Tom Peters
- Business Intelligence - David Skyrme & Debra Amidon - 1997 - "Creating The Knowledge-Based Business"
- Business Intelligence - Chris Ashton - 1997 - "Strategic Performance Measures"
- The Conference Board - Report 1182-97-CH - "Managing, Valuing, & Protecting Intellectual Assets"
- The Conference Board - Special Report 97-1 - "Communicating Corporate Performance: A Delicate Balance"
- Research Technology Management - "Visualize, Measure, & Manage Knowledge"- Petrash, Bukowitz- 6/97

- The Knowledge Evolution - Verna Allee - Butterworth- Heiniman-1997
- Intellectual Capital - Edvinsson & Malone - HarperBusiness – 1997
- Journal of Strategic Performance Measurement - (March 1997 Vol 1, No 1) Buckowitz, Williams
- Intellectual Capital - Thomas Stewart - Currency Doubleday – 1997
- Knowledge Inc. - (March 1997 Vol. 2, No. 3 Mountain View, CA.) Britton Manasco
- Intellectual Capital - Thomas Stewart - Currency Doubleday – 1997
- Knowledge Inc. - (March 1997 Vol. 2, No. 3 Mountain View, CA.) Britton Manasco
- Midland Daily News - “The Answer Man” - Interview with Gordon Petrash, 11/24/96
- Technology Licensing Corporate Strategies for Maximizing Value - Parr & Sullivan - Wiley – 1996
- 5<sup>TH</sup> Generation Management - Charles Savage - Butterworth - Heinimann - 1996
- Chemical Week - Cover Story - “Intellectual Assets - Building a Knowledge Base” Rick Mullin- 12/96
- Bench-marking In Practice #4 - APQC “Companies move from classical to fast track w/success” Powers-11/96
- The M.I.T. Report - “Strategic Use of Intellectual Property” Grace Blydenburgh - Vol XXXIV #10
- Wall Street Journal - “Know-It-Alls” David Bank - 11/18/96
- Investor’s Business Daily - “Stingy Employees Can Hinder Shared Knowledge” Matt Krant - 11/96
- European Management Journal “Dow’s Journey to a Knowledge Value Mgmt Culture” - (Fall 96)
- Financial Director - United Kingdom - “Why money’s only part of the score” James Creelman (3/96)
- CFO Magazine - “Getting A Grip On Intangibles”- Randy Myers- 9/96
- Industry Week - “The Rush On Knowledge” Polly LaBarre - 2/19/96
- Continuous Journey (Fall 1995) - featured article on knowledge management
- Negocios (Dec. 1994) - “Intellectual Capital” Argentina Publication - featured article
- Fortune (Oct. 3, 1994) - “Intellectual Capital” Tom Stewart - cover story

## **Recognition**

- “The Business Intelligence” Global Knowledge Management R&D Award 1996 (London)
- Journal of Knowledge Management - International Editorial Board – IFS International Limited
- Knowledge and Process Management Journal - Editorial Board - Wiley & Sons Ltd (UK)
- Co-Founder “Intellectual Capital Management Corporate Gathering” (16 corp. participants) –1994
- APQC recognized Dow, under Mr. Petrash’s leadership, as being a leader in Emerging Best Knowledge Management Practices (1996 APQC - Report Knowledge Management)