



For Immediate Release

AUTM Announces New Chief Marketing & Communications Officer

OAKBROOK TERRACE, IL, August 17, 2016 — Leef Smith Barnes will be joining the Association of University Technology Managers (AUTM) in the newly created position of Chief Marketing & Communications Officer. Smith Barnes, with nearly 20 years of award-winning communications and journalism experience, will be responsible for developing and leading AUTM’s marketing and communications strategy.

As Deputy Head of Marketing and Communication at Cambridge Enterprise at the University of Cambridge, Smith Barnes overhauled the organization’s communications efforts with a website rebuild and production of an award-winning corporate film, among other major strategic projects. Prior to that, she spent 15 years as a reporter for The Washington Post covering a wide variety of subjects.

Stephen Susalka, Executive Director of AUTM said: “The Board identified a critical need in an enhanced marketing and communications focus — both internally and externally — and we are thrilled to have Leef join the organization as our first Chief Marketing & Communications Officer. Leef’s unique background will be instrumental in helping inform our members, stakeholders, and the general public about our relentless focus on achieving our vision of a ‘better world by bringing research to life.’”

Smith Barnes will assume her post with AUTM in September, focused on making the association the go-to source of information on university knowledge transfer and innovation, expanding the non-profit’s reach globally and supporting advocacy efforts. She will be based in the Washington, DC area.

“I’m excited to join AUTM and work with its membership to share the important role that technology transfer plays in today’s global innovation and commercialization landscape,” said Smith Barnes.

About AUTM

The Association of University Technology Managers is an organization dedicated to bringing

research to life by supporting and enhancing the global academic technology transfer profession through education, professional development, partnering and advocacy. AUTM's approximately 3,300 members represent managers of intellectual property from more than 350 universities, research institutions and teaching hospitals around the world as well as numerous businesses and government organizations. To learn more about AUTM, visit www.autm.net.

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