

**25 March 2011**  
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**Interview Data – Company B**

- (1) Objective was to tap into the knowledge at Cornell in several departments. We were looking for specific technologies for three different company projects. This needed an interdisciplinary approach by Cornell.
- (2) Contacts started with Cornell Profs as a part of company recruiting activities – direct face-to-face conversations on campus.
- (3) Has not yet been successful on any of the three possible projects.
- (4) Why not?
  - Geographic distance.
  - Extended discussions related to IP.
- (5) Little personal experience outside of Cornell.
  - The company has people who look after only one school.
- (6) Cornell has much potential that is not realized.
- (7) Cornell should use its alumni contacts to reach executive-level decision makers who have the budget authority to commit company resources to Cornell projects and make these a company priority.
- (8) N/A.