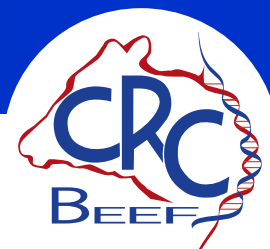


# Cooperative Research Centre for Beef Genetic Technologies

(Beef CRC Limited – ABN 89 114 837 526)

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## COMMERCIALISATION MANAGER / CHIEF OPERATING OFFICER

### Position Description

The Cooperative Research Centre (CRC) for Beef Genetic Technologies is a third-term CRC that commenced operations in July 2005 and builds on two earlier successful 7-year terms. It is a collaborative venture between industry and research partner organizations from Australia, New Zealand, USA, Canada and Korea, with associate partners from Ireland, France and South Africa. Centre research is focused on four beef industry priority issues (high quality beef; feed efficiency; adaptation and cattle welfare; and improved reproductive performance) to capture unique opportunities for Australia through world-class genetics and genomics research and accelerated adoption of beef industry technologies to improve profitability, productivity, animal welfare and responsible resource use of Australian beef businesses.

Over its 7-year term (2005-2012), the CRC is targeting an additional 1.5% p.a. increase in gross revenue of the Australian beef industry, estimated at \$179 million per annum from 2012, with total expected benefits of the new CRC research being more than \$2 billion over 25 years. Centre research is focused on 'Gene Discovery and Expression' to equip Australia for precision cattle breeding and management for quality, efficiency and profitability, using emerging genetic technologies to:

- Improve the capacity to deliver high quality beef to Australia's global markets using cattle of known genetic merit for exacting specifications, without compromising cattle welfare or the environment;
- Enhance beef yield and herd reproductive efficiency, improve efficiency of resource use, reduce production costs, minimise methane emissions and avoid chemical and antibiotic residues through precise application of knowledge about the genes controlling these attributes in cattle, their rumen microorganisms and in parasites that affect cattle productivity; and
- Ensure Australia is the number one supplier of beef to meet the growing demand by neighbouring Asian countries to 2020.

Under the terms of its agreements with the Commonwealth and partner organisations, Beef CRC is obligated to commercialise its research outputs for the direct benefit of the Australian and New Zealand beef industries. In this context, 'commercialisation' not only means the direct transfer of research outputs to commercial companies with a requirement that they make the new products available to industry, but more importantly, it also requires Beef CRC to demonstrably achieve uptake of its technologies by industry to value add their beef businesses. It is estimated that about 20% of Beef CRC's "commercialisation" activities fall into the category of the more traditional 'IP commercialisation' with the remaining ~80% of commercialisation activities requiring innovative approaches to achieving uptake and impact of new technologies and knowledge-based practices in industry.

Beef CRC is now seeking to appoint a dynamic, pro-active Commercialisation Manager with a sound track record of introducing new practices and/or products to the Australian and/or New Zealand livestock sector(s) and the ability to develop strong cooperative relationships with beef industry partners, biotechnology and other agribusiness companies and government agencies. The successful applicant will additionally assume the position of Chief Operating Officer to maximise the impact of the CRC's research outputs in Australian beef businesses. The position will also involve provision of high-level strategic advice to CRC Management and the CRC Board and development and implementation of strategies for new research commercialisation and funding opportunities.

The successful candidate will be capable of working both independently and in a team environment to manage the CRC's commercialisation activities and the administrative functions associated with the CRC's 'annual cycle of review'. S/he will be responsible for engaging with beef industry sectors and end-users, commercial companies, partner organisations and governments to implement the CRC's 'DNA marker commercialisation model' in industry. The 'DNA marker commercialisation model' is, in effect, a new supply chain for effective delivery of DNA markers to the beef industry to ensure industry benefits and value-add. The successful candidate will also contribute to accelerating the uptake of Beef CRC research outputs by selecting the most appropriate commercialisation pathway for all CRC research outputs and ensuring an effective commercialisation supply chain is in place to service industry's needs for each one of Beef CRC's products. S/he will also prepare business cases and directly and pro-actively engage with beef industry organisations, commercialisation companies and other organisations to secure the additional funds necessary to successfully commercialise Beef CRC's research outputs in beef businesses throughout Australia and New Zealand.

It is envisaged the successful candidate will be an enthusiastic self-starter with good communication and negotiation skills, from an agricultural background, with a relevant degree in science, agriculture, agricultural business or related field with relevant experience. S/he will have strong livestock industry credibility and a good network of industry and service provider contacts. Ideally, s/he will also have a strong understanding of, and experience with, beef industry issues.

### **Primary Objectives of the Position**

1. Further develop and implement the commercialisation 'path to adoption' for each one of Beef CRC's research outputs (DNA markers; genetic and management tools; vaccine and other bio-active candidates and products; and training resources and materials - see Appendix 1);
2. Prepare business cases and secure the additional funding required to achieve the commercialisation of Beef CRC's research outputs;
3. In conjunction with the CEO, Chief Scientist and senior managers from Meat and Livestock Australia (MLA) and the Animal Genetics and Breeding Unit (AGBU), contribute to the management and implementation of Beef CRC's DNA marker commercialisation model in industry; and
4. Be responsible for managing and coordinating Beef CRC's 'annual cycle of review', comprising annual Operational Plans (and budgets in conjunction with the Business Manager), Progress Reports, Scientific and Industry Review Programs and preparation and submission of Annual Reports to the Commonwealth Government.

### **Key Responsibilities**

1. Further develop and implement the commercialisation 'path to adoption' for each one of Beef CRC's research outputs, including management of Beef CRC's Intellectual Property (IP) portfolio and fulfilling annual reporting requirements for commercialisation and IP management and sharing of IP benefits to the Commonwealth and partner organisations where required.
2. Prepare business cases and secure the additional funding necessary to achieve commercialisation and utilisation of Beef CRC's research outputs in the Australian and New Zealand beef industries.

3. Actively contribute to the implementation of Beef CRC's DNA marker commercialisation model in industry by:
  - Over-sighting fund-raising and re-development of net feed intake testing facilities at Beef CRC's research feedlot 'Tullimba', Armidale;
  - Contributing to the development and implementation of a large cattle breeding and measurement protocol (known as the 'Beef Information Nucleus') in industry and research station herds in both northern and southern Australia;
  - Providing commercialisation input and advice to the CRC-MLA DNA marker commercialisation implementation committee.
4. Participate as a full member of Beef CRC's Management Committee, providing input and advice particularly on commercialisation and utilisation of Beef CRC's research outputs.
5. Participate at CRC Board level by undertaking the Secretariat role for the Board's 'Industry Impact and Adoption' and 'IP and Commercialisation' sub-committees.
6. In conjunction with the CEO and Business Manager, manage all aspects of the Beef CRC's 'annual cycle of review'.
7. Develop and implement policies, strategies and systems to meet Beef CRC's current and future needs in the commercialisation and utilisation areas.
8. Provide CRC Management and staff with professional advice in respect of commercialisation and development of Beef CRC's research outputs to meet industry's needs.
9. Manage complex business interactions with a variety of clients, including negotiation of multi-party commercialisation and product development agreements / contracts and assisting research staff with strategies to develop their commercialisation opportunities.
10. Develop new business and negotiate complex deals for new and developing research initiatives, ensuring the Beef CRC's position is both protected and advanced.
11. Develop strong cooperative relationships with beef industry businesses, biotechnology companies and agribusinesses and government agencies.
12. Be responsible for effective team performance of staff contributing to commercialisation of Beef CRC research outputs.

### **Selection Criteria**

#### Pre-requisite

1. Professional qualifications and relevant experience in science, agriculture, agricultural business or related field, with relevant experience in introducing new practices and/or products to the Australian and/or New Zealand livestock sectors.

#### Essential - knowledge and skills required

1. Demonstrated record of successful delivery of new practices and/or products to the Australian and/or New Zealand livestock sectors.
2. Proven ability to write and present compelling and persuasive proposals or business cases.
3. Demonstrated ability to develop new and maintain existing business relationships across a range of commercialisation sectors.
4. Demonstrated ability to liaise and negotiate with diverse stakeholders on a range of commercialisation and product development matters.
5. Demonstrated ability to communicate commercialisation and utilisation concepts to professionals from other disciplines, including CRC managers and researchers.
6. Demonstrated skills in building trust, motivating and developing team members to meet Beef CRC's goals and outcomes.

#### Ideal

1. Established network of livestock industry, biotechnology and agribusiness companies and/or government agencies associated with delivery of new products and practices to the livestock sector(s) across Australia and/or New Zealand.
2. Demonstrated experience in contract negotiation, IP management and commercialisation.

### Personal Attributes

1. A dynamic self-starter with an ability to work independently and cooperatively with teams from diverse organizations.
2. Genuine ability to anticipate needs and use initiative, judgment, tact and to maintain strict confidentiality.
3. Proven ability to establish priorities and maintain a flexible approach.
4. Demonstrated commitment to a high level of personal performance.

### **Employment conditions**

Salary Range            An attractive salary package up to \$140k, inclusive of superannuation, will be negotiated with the successful applicant.

Location                Ideally Armidale NSW but other locations in Eastern Australia could be considered.

Tenure                    3 years

Salary on commencement will depend on an evaluation of the successful applicant's qualifications, experience and competence within the advertised range. Conditions of service include four weeks annual leave and cumulative sick leave.

An annual performance planning, review and assessment against negotiated KPIs will be required under the Beef CRC's terms and conditions of employment. The annual performance review includes determination of incremental advancement within the range.

### **Applications**

Applications should comprise two documents: 1) A document '*Addressing the Selection Criteria*' and 2) a Resume or Curriculum Vitae that includes the names and contact details of three (3) professional referees. (*Note: applications that do not address the selection criteria will not be considered*)

Applications are to be submitted to:

Chief Executive Officer  
CRC for Beef Genetic Technologies  
CJ Hawkins Homestead  
University of New England  
Armidale NSW 2351

Applications close Friday 20 February 2009

### **Attachments**

Appendix 1 – 'Path to Adoption' document

Appendix 2 – Terms of Reference - DNA marker commercialisation implementation committee