



**HGE Assembly
Executive Conference
“Build to Sell - Driven by Intellectual Assets”**

Speaker Bios



Russ Scheppmann – Live Case Study Presenter
Founder and former CEO, APS Technology Group
San Diego, USA

Biography of Russ Scheppmann

As founder and President of APS Access Professionals, Russ brings over 40 years of entrepreneurial experience, leadership and guidance in the access control, parking control and security fields. Russ sets the Vision for the company then mentors his management team and implements processes to help exceed the company’s goals. He has managed continual enterprise growth over this period and is well known and respected in the industry. In 2002 Russ formed a sister company, APS Technology Group, that developed an OCR (Optical Character Recognition) solution to automate the throughput of cargo containers in Sea Ports and Rail Yards. Russ started locally then expanded the company to the global markets with installations all over the world. APS Technology eventually became one of the top Three OCR companies in the world allowing Russ to eventually sell APS Technology in 2013.

Russ is also a key investor in EnSight Technologies, LLC, which provides state of the art parking guidance solutions to parking structures throughout the United States.



Juergen Graner – Lecturer & Expert Panel Chair

Founder and CEO of Globalator

San Diego, USA

London, UK

Vienna, Austria

Juergen has more than 30 years of experience in international business, managing companies, departments and projects in and across Europe, North America and Asia. He has successfully mastered expansions, turnarounds, licensing transactions, acquisitions and divestments of companies, as CEO, executive manager and advisor. Juergen is founder and CEO of Globalator with offices in Austria, the UK and the USA. Globalator is specialized in the hands-on management of global strategic transactions with a focus on build-to-sell and build-to-grow strategies.

Juergen held CEO positions at companies in Austria, Belgium, France, South Korea, the UK and the USA. He has coached over 100 CEOs and has taught business executives and scientists regarding business expansion for over 20 years in various executive education programs in Europe and the USA, with current teaching engagements at Georgetown University and Salzburg Management Business School. The feedback on his teaching performance has been consistently at the very top, with especially positive remarks for the practicability and usefulness of his lectures. Juergen is also a regular lecturer and keynote speaker at conferences and has published articles on *Transaction Based Growth ManagementTM*, which is his current area of interest.

Juergen holds an MBA from London Business School and he has been trained through the Discussion Leadership Program at Harvard Business School for teaching with the HBS Case Method.



Patrick Monroe – Lecturer & Expert Panel Member

M&A Lawyer at Monroe Law

San Diego, USA

Patrick has more than 20 years of combined business and legal experience relating to high growth enterprises and M&A transactions. Patrick has been lead attorney on hundreds of transactions with a focus on representing sellers of SMEs to larger strategic buyers that are often public companies or backed by private equity firms. Most of Patrick's clients are high growth businesses in the areas of technology, life sciences, and healthcare.

Patrick is the founder and principal attorney of Monroe Law PC, a law firm specializing in mergers and acquisitions, that represents privately owned businesses which are seeking to build equity value with a view toward selling in the future. The firm takes a holistic approach to enhancing equity value, which includes minimizing risk, ensuring that the business's assets are adequately protected, establishing an ownership structure that is appropriate for growth, establishing and maintaining proper corporate governance, making sure contracts are in place and optimized to benefit the long term interests of the business, establishing incentive plans for key employees, and putting in place contingency plans to ensure the survival of the business in case of unanticipated events.

Patrick spent 10 years in senior sales and business management positions at Fortune 500 companies and small businesses before becoming a lawyer, which allows him to approach complex legal issues with business-oriented solutions. He began his legal career working for Qualcomm's in-house legal department, then went on to serve as "Of Counsel" at Best Best & Krieger LLP, a 200 attorney law firm in California, before establishing Monroe Law PC. Patrick has received awards from "Super Lawyers," "Best of the Bar," "Top Attorneys," "M&A Advisors of the Year," and has a 10 out of 10 rating on Avvo.com.



Ching-Cheng “James” Hou – Expert Panel Member

Entrepreneur, IP Lawyer and Professor

Taipei, Taiwan

Nanjing, China

James has more than 20 years of combined experience in intellectual property law, building IP related businesses and lecturing. As a well-rounded practitioner in all aspects of technology commercialization James currently splits his time between running his own businesses, advising businesses and lecturing as an Adjunct Professor at the National Taipei University of Technology in Taiwan.

While James started out as an IP lawyer in a renowned IP law firm followed by in-house counsel positions at a number of high profile technology companies in Taiwan, he soon realized that he wanted to advance technology businesses his own way. He formed his own law firm ChinCheng Attorneys at Law not only to bring an international level of legal services to Taiwan, but also to provide a special focus on the business implementation aspect of intellectual property to his clients.

The formation of CIPIC in Nanjing, China was a natural expansion of James’ desire to bridge the gap between IP driven businesses globally. The company provides high-end IP and consulting services with a special focus on transactions between China and the USA, especially in the areas of bio-pharmaceutical, medical devices, semiconductors and electronics. CIPIC is the pioneer who brought US Hatch Waxman practice into China.

James is also author of the book “The Commercialization of Pharmaceutical Patents in China”, which will be published by Elgar in early 2021 both in Europe and North America.

As a through believer in a solid education base, James holds three master degrees and a PhD. He obtained an LLM from the National Taiwan University (Taiwan), an LLM from the University of Pennsylvania (USA), an MBA from National Chengchi University (Taiwan) and a PhD from Peking University (China).



Dana Colarulli – Executive Conference Moderator
Executive Director at LESI
USA

Dana is an attorney and senior government affairs professional with more than two decades of experience working on legal-related technology policy and intellectual property issues in and with the private sector, the Executive Branch and the U.S. Congress. He is currently serving as the Executive Director of the Licensing Executive Society International (LESI), a global organization of 33 national and regional associations throughout the world and as a Partner at the DC-Based Consulting firm the American Continental Group (ACG).

Most recently, he served as the Director of the Office of Governmental Affairs as a member of the Executive Management team at the U.S. Patent and Trademark Office (USPTO) from 2009 - 2019. Prior to that role, Mr. Colarulli served as Director of Government Relations and Legislative Counsel for the Intellectual Property Owners Association (IPO). He was born in Rhode Island and is a member of the Massachusetts Bar.