

Conversation with a Certified Licensing Professional (CLP) – Georg Buchtela, PhD, MsC, CLP

Dr. Georg Buchtela heads his own boutique IP and licensing consultancy. He has supported Austrian universities for more than ten years to set up their current IP and license management schemes. His previous experience includes serving as a successful CEO of an Austrian-based research and consulting group. He has a passion for getting frontier technology to markets.

Dr. Buchtela's professional volunteer experience includes chairing multiple IP & licensing-related policy development groups of the European Union. He is a current member of the CLP Exam Development and Maintenance committee and has previously served on the CLP Standards, Admissions, and Recertification committee.



What motivated your decision to pursue CLP certification?

At the beginning of the millennium Austrian universities started to pay special attention to their marketable IP. I was involved in the setup of transfer offices to support researchers as well as the institution. Earning the CLP certification offered interesting job opportunities. In addition, the CLP designation offered the chance to show my professionalism in the licensing business. There were no comparable certifications in Europe, and US markets were thought to provide a successful role model for the licensing business. These factors motivated me to pursue CLP certification.

In your experience, what role does professional certification play in the industry?

Specialty certification can add that boost that is needed to really advance really in your career. Holding the CLP designation demonstrates I have a good combination of practical skills and theoretical knowledge in the fields important to licensing. I think specialty certification increases the opportunity to be involved in interesting deals and work with innovative clients. I'd say licensing as a profession would not have developed as fully if formal trainings and specialty certification did not exist.

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Within the community of CLP credential holders or organizations who employ CLP credential holders, there is additional opportunity for networking based on our common tie and appreciation for the value of the CLP credential. Earning and maintaining the CLP designation can be used as a means of quality control and business development, creating a competitive advantage for the designee and the employer.

What value do you see in maintaining the CLP credential?

Nowadays I am well accepted amongst and have established a good reputation within the European licensing scene. The CLP certification is proof of my licensing skill and knowledge, and by maintaining my CLP designation I can serve as a role model for a new generation of licensing professionals.

Please share your thoughts on ongoing professional development from the perspective of a business owner.

As an employer I believe it is important to maintain professional standards and commit one's own time and also that of employees, to professional development. The CLP requirement to participate in professional development activities in order to qualify for recertification every three years reinforces this priority.