

CV

CURRICULUM VITAE

January 2018

Name: **Marcus Holgersson**
 Nationality: Swedish
 Place of residence: Gothenburg, Sweden



Academic degrees

- 2012 **PhD** from Chalmers University of Technology: **Technology Management and Economics**.
- 2011 **Lic.Eng.** from Chalmers University of Technology: **Technology Management and Economics**.
- 2008 **M.Sc.** and **B.Sc.** [civilingenjör] from Chalmers University of Technology: **Industrial Engineering and Management** with minor in Systems and Mathematics and master's program Supply Chain Management.
- 2007 **B.Sc.** from Gothenburg University, School of Business, Economics and Law: **Business Administration and Economics** with focus on Corporate Finance.

Positions

- 2017 - present Chalmers University of Technology (Department of Technology Management and Economics): **Associate professor**.
- 2017 UC Berkeley (Haas School of Business): **Visiting researcher**.
- 2015 - 2017 Chalmers University of Technology (Department of Technology Management and Economics): **Assistant professor**.
- 2015 Stanford University (SCANCOR): **Visiting researcher**.
- 2013 - 2014 Chalmers University of Technology (Department of Technology Management and Economics): **Post-doctoral researcher**.
- 2014 School of Business, Economics and Law, Gothenburg University (Institute for Innovation and Entrepreneurship): **Visiting researcher**.
- 2013 School of Business, Economics and Law, Gothenburg University (Institute for Innovation and Entrepreneurship): **Broman Scholar**.
- 2004 - 2012 Chalmers University of Technology: **Lecturer and teaching assistant** in the following courses: (1) *Innovation Economics*, (2) *Strategic Management and Economics of Intellectual Property*, (3) *Economics and Management of Technology*. (More details below.)
- 2008 - 2012 Chalmers University of Technology / Institute for Management of Innovation and Technology: **Researcher, coordinator, and PhD candidate** in the research project *Management, Economics and IP Law of Open Distributed Innovation*.
- 2007 - 2008 Montell & Partners Management Consulting: **Management consultant** with projects within corporate finance and supply chain management.
- 2005 - 2007 Institute for Management of Innovation and Technology / Chalmers University of Technology: **Researcher** in the governmental investigation *Patents and Innovations for Growth and Welfare*.
- 2002 - 2004 Isaberg Rapid AB: **Factory worker** during holidays.
- 1998 - 2003 AB Hestra Radio & Sport: **Salesman** during weekends and holidays.

Publications

Papers in peer-reviewed journals:

Holgersson, M., Granstrand, O., and Bogers, M. (Forthcoming) 'The evolution of intellectual property strategy in innovation ecosystems: Uncovering complementary and substitute appropriability regimes'. *Long Range Planning*, forthcoming.

Holgersson, M. and Granstrand, O. (2017) 'Patenting motives, technology strategies, and open innovation'. *Management Decision*, Vol. 55, No. 6, pp. 1265-1284.

- Holgersson, M. and Tietze, F. (2017) 'Sharing innovative and best-practice approaches for teaching Intellectual Property Management: A workshop report'. *World Patent Information*, Vol. 49, pp. 75-76.
- Holgersson, M. and Wallin, M. (2017) 'The patent management trichotomy: Patenting, publishing, and secrecy'. *Management Decision*, Vol. 55, No. 6, pp. 1087-1099.
- Holgersson, M., Phan, T., and Hedner, T. (2016) 'Entrepreneurial patent management in pharmaceutical startups'. *Drug Discovery Today*, Vol. 21, No. 7, pp. 1042-1045.
- Granstrand, O. and Holgersson, M. (2014) 'The challenge of closing open innovation: The intellectual property disassembly problem'. *Research-Technology Management*, Vol. 57, No. 5, pp. 19-25.
- Granstrand, O. and Holgersson, M. (2014) 'Multinational technology and intellectual property management – Is there global convergence and/or specialisation?'. *International Journal of Technology Management*, Vol. 64, Nos. 2/3/4, pp. 117-147.
- Granstrand, O. and Holgersson, M. (2013) 'Managing the intellectual property disassembly problem'. *California Management Review*, Vol. 55, No. 4, pp. 184-210.
- Holgersson, M. (2013) 'Patent Management in Entrepreneurial SMEs: A literature review and an empirical study of innovation appropriation, patent propensity, and motives'. *R&D Management*, Vol. 43, No. 1, pp. 21-36.
- Granstrand, O. and Holgersson, M. (2012) 'The 25% rule revisited and a new investment-based method for determining FRAND licensing royalties'. *les Nouvelles*, Vol. 47, No. 3, pp. 188-195.
- Granstrand, O. and Holgersson, M. (2012) 'The anatomy of rise and fall of patenting and propensity to patent: The case of Sweden'. *International Journal of Intellectual Property Management*, Vol. 5, No. 2, pp. 169-198.

Papers under review:

Holgersson, M. and Granstrand, O. 'The importance of patents for innovation appropriation and open financing'. Under review in *R&D Management*.

Conference papers:

- Holgersson, M. and van Santen, S. (2017) 'Born digital, raised to be open: Emergence of open innovation strategy and intellectual property strategy'. Presented at the World Open Innovation Conference, San Francisco, USA, December 13-15, 2017.
- Aaboen, L. and Holgersson, M. (2016) 'Technology Transfer Offices, Incubators, and Intellectual Property Management'. Presented at the Academy of Management Meeting, Anaheim, USA, August 5-9, 2016.
- Holgersson, M. and Granstrand, O. (2016) 'The importance of patents for innovation appropriation and open financing - a new view'. Presented at the R&D Management Conference, Cambridge, United Kingdom, July 3-6, 2016.
- Holgersson, M., Bogers, M., and Granstrand, O. (2014) 'The co-evolution of intellectual property governance and open innovation: From patent peace to patent wars in mobile telecommunications'. Presented at Ratio Colloquium for Young Social Scientists, Stockholm, Sweden, August 22-23, 2014.
- Granstrand, O. and Holgersson, M. (2012) 'Managing the intellectual property disassembly problem'. Presented at the European Patent Academy workshop, European Patent Office, Munich, Germany, June 4-5, 2012.
- Bogers, M., Granstrand, O., and Holgersson, M. (2012) 'The dynamics of multi-layered openness in innovation systems: The role of distributed knowledge and intellectual property'. Presented at the R&D Management Conference, Grenoble, France, May 23-25, 2012.
- Granstrand, O. and Holgersson, M. (2011) 'From Environmental Protection towards Sustainable Innovation Management - Incentives and Governance Structures'. Presented at the R&D Management Conference, Norrköping, Sweden, June 28-30, 2011.

Theses and books (authored and edited):

- Holgersson, M. (2012) *Innovation and Intellectual Property: Strategic IP Management and Economics of Technology*. PhD thesis. Chalmers University of Technology, Gothenburg.
- Granstrand, O. and Holgersson, M. (Eds.) (2011) *Innovation and Intellectual Property Cases: Cases in Management, Economics, Law, and Technology*. Chalmers University of Technology, Gothenburg.
- Holgersson, M. (2011) *Intellectual Property Strategies and Innovation: Causes and Consequences for Firms and Nations*. Licentiate thesis. Chalmers University of Technology, Gothenburg.

Book chapters:

Holgersson, M. (forthcoming) 'Technology-based coepetition and intellectual property management: The case of post-divestiture coepetition'. In Fernandez A-S., Chiambaretto P., Le Roy F., Czakon W. (Eds.) (forthcoming) *The Routledge companion to coepetition strategies*, Routledge, London.

Holgersson, M. (2016) 'Management av immateriella rättigheter i öppen innovation'. In Lakemond, N. and Tell, F. (Eds.) (2016) *Öppen innovation – i teori och praktik*. Studentlitteratur, Lund.

Holgersson, M. (2015) 'The role of intellectual property rights in innovation spaces: The cases of China and India'. In McKelvey, M. and Bagchi-Sen, S. (Eds.) (2015) *Navigating Innovation Spaces in Asia*. Edward Elgar Publ., Cheltenham.

Gifford, E., Holgersson, M., McKelvey, M., and Bagchi-Sen, S. (2015) 'Tapping into Western technologies by Chinese multinationals'. In McKelvey, M. and Bagchi-Sen, S. (Eds.) (2015) *Navigating Innovation Spaces in Asia*. Edward Elgar Publ., Cheltenham.

Granstrand, O. and Holgersson, M. (2015) 'Intellectual Property'. In Ryan, J.M. & Cook, D. (Eds.) (2015) *The Wiley-Blackwell Encyclopedia of Consumption and Consumer Studies*. Wiley-Blackwell.

Granstrand, O. and Holgersson, M. (2010, 2016) 'Financing and Investing in Innovations'. In Granstrand (2010, 2016) *Industrial Innovation Economics and Intellectual Property*. Svenska kulturkompaniet, Gothenburg.

Granstrand, O. and Holgersson, M. (2010, 2016) 'Environmental Innovations and Economic Policy'. In Granstrand, O. (2010, 2016) *Industrial Innovation Economics and Intellectual Property*. Svenska kulturkompaniet, Gothenburg.

Holgersson (2008) 'Gnosjöregionen'. In *Likt unikt – Innovation, kreativitet och plagiat*. Tekniska Museet, Stockholm.

Other publications:

Holgersson, M., Ek, S., and Svensson, R. (2016) *Samband mellan immateriella tillgångar, innovation och ekonomisk tillväxt*. Vinnova.

Holgersson, M. (2016) *Management av immateriella tillgångar: En litteraturstudie och inriktning för framtida forskning*. Institute for Management of Innovation and Technology.

Holgersson, M. (2011) 'Innovations- och IP-strategier – förändringar på företags- och nationsnivå'. *Management of Innovation and Technology*, No. 3, 2011.

Holgersson, M. and Johnsson, T. (2008) *Improving the Procurement of Engineering Consultancy Services – A Study at Ringhals AB*. Master's thesis. Chalmers University of Technology, Gothenburg.

Eriksson, K., Holgersson, M., and Palmqvist, L. (2007) *Aktieutdelningars kurspåverkan – Existerar överavkastning vid utdelningar?* Bachelor's thesis. School of Business, Economics and Law, Gothenburg University, Gothenburg.

Research interests and research projects

I have a broad interest in the field of innovation management and economics, with a specific interest in intellectual property management. I use both quantitative and qualitative research methods, and undertake research of both empirical and theoretical/conceptual nature.

2016 - present	Intellectual Property Management in Digitalizing Businesses
2014 - present	Postdoctoral research project on the management and economics of intellectual property
2012 - present	IMIT Innovation and Intellectual Property Research Program
2014 - 2016	Linking Tech Firms' IP Investments to their Financial Results
2008 - 2012	Management, Economics and IP Law of Open Distributed Innovation
2010 - 2012	The Importance of Rights Allocation for Sustainable Environmental Technology Development
2008 - 2010	Effective Technology Transfer and Valuation of IP for Innovation
2005 - 2007	Patents and Innovations for Growth and Welfare

Awards and grants

2017	Honorary prize from the students of the Industrial Engineering and Management Program at Chalmers University of Technology.
2017	Scholarship awarded by Sten A Olssons Stiftelse för Forskning och Kultur for summer program at UC Berkeley for Swedish students (550 000 SEK).

- 2016 Research grant from Vinnova for research on management of intellectual property in digitalization (3 397 507 SEK).
- 2016 *Best paper finalist* at the R&D Management Conference 2016, University of Cambridge. The importance of patents for innovation appropriation and open financing - A new view. Academic paper category. One of three finalists out of over 400 submissions.
- 2016 Grant from the EPO to cover costs related to the organization of an IP management teaching workshop at the University of Cambridge (3 500 EUR).
- 2016 Scholarship awarded by the Hans Werthén Foundation (part of The Royal Swedish Academy of Engineering Sciences) for visiting research stay at UC Berkeley (100 000 SEK).
- 2016 Research grant from Vinnova for literature overview on management of intellectual property (234 900 SEK).
- 2014 Scholarship awarded by Jan Wallanders and Tom Hedelius foundation and Tore Browaldh's foundation for visiting research stay at UC Berkeley (175 000 SEK).
- 2014 Scholarship awarded by The Barbro Osher Pro Suecia Foundation for visiting research stay at Stanford University (145 000 SEK).
- 2014 Scholarship awarded by Familjen Knut & Ragnvi Jacobssons Stiftelse for visiting research stay at Stanford University (150 000 SEK).
- 2014 *Pedagogic prize* at Chalmers University of Technology (30 000 SEK).
- 2014 *Awapatent Foundation* for the Promotion of Scientific Research in the Area of Intellectual Property Rights (received jointly with Prof. Dr. Ove Granstrand) scholarship for research on the relationship between patents and financial performance (~1 160 000 SEK).
- 2013 *Wallander Scholarship* awarded by Jan Wallanders and Tom Hedelius foundation and Tore Browaldh's foundation to finance three years of full-time research in the economic sciences (1 485 000 SEK).
- 2013 *Broman Scholarship* for entrepreneurship research (200 000 SEK).
- 2013 *Article of the Month* awarded by the Licensing Executive Society International for the paper 'The 25% rule revisited and a new investment-based method for determining FRAND licensing royalties'.
- 2013 Scholarship awarded by Adlerbertska forskningsstiftelsen for research conference attendance (32 576 SEK).
- 2012 *IMIT Scholarship for best young researcher* awarded by Institute for Management of Innovation and Technology (25 000 SEK).
- 2011 *Swedish AIPPI Group's Scholarship* for young researchers with valuable contributions to the field of intellectual property (15 000 SEK).

Presentations and seminars (not course-related)

Open Innovation Ecosystems II, Chair of session at the World Open Innovation Conference 2017, San Francisco, USA, December 13-15, 2017.

Patenting motives, technology strategies, and open innovation, Presentation at the Open Innovation Seminar Series, Haas School of Business, UC Berkeley, USA, February 8, 2017.

Management av immateriella tillgångar, Video presentation at the public PRV and Vinnova seminar "Immateriella tillgångar, innovationskraft och tillväxt – hur hänger det ihop?", PRV, Stockholm, February 1, 2017.

The role of patents in open innovation and financing, Presentation at Awapatent breakfast seminar, Gothenburg, Sweden, November 22, 2016.

The role of patents in open innovation and financing, Presentation at Awapatent breakfast seminar, Epicenter, Stockholm, Sweden, September 28, 2016.

Intellectual property management teaching, Organization of a one-day workshop at University of Cambridge with 25 experts from around the world, United Kingdom, September 16, 2016.

Management av immateriella tillgångar, Presentation at PRV and Vinnova workshop, PRV, Stockholm, August 25, 2016.

Immateriella rättigheter i öppen innovation, Presentation at Vinnova, Stockholm, Sweden, August 24, 2016.

The importance of patents for innovation appropriation and open financing – a new view, Presentation at the R&D Management Conference 2016, Cambridge, United Kingdom, July 3-6, 2016.

Management av immateriella tillgångar, Presentation at PRV and Vinnova workshop, PRV, Stockholm, May 26, 2016.

Management and economics of intellectual property, Presentation at Jan Wallanders och Tom Hedelius stiftelse samt Tore Browaldhs stiftelse, University of Gothenburg, Gothenburg, Sweden, March 17, 2016.

Globalization, harmonization, and convergence of innovation and patenting, Presentation at MeetingPoint Innovation, University of Gothenburg, Gothenburg, Sweden, November 27, 2015.

Project summary, Presentation at Familjen Knut & Ragnvi Jacobssons Stiftelse, Gothenburg, Sweden, November 13, 2015.

Intellectual property management, Seminar in the CISB Executive Innovation Management Course 2015, with participants from the Brazilian army, Linköping, Sweden, September 10, 2015.

Reformulating resource ties in relationship dissolution, Seminar at SCANCOR, Stanford University, USA, January 23, 2015.

Intellectual property management, Presentation at Familjen Knut & Ragnvi Jacobssons Stiftelse, Gothenburg, Sweden, November 14, 2014.

The challenge of closing open innovation, Seminar at Linköping University, Sweden, September 25, 2014.

Intellectual property management, Seminar in the CISB Executive Innovation Management Course 2014, with participants from the Brazilian army, Linköping, Sweden, September 25, 2014.

The co-evolution of intellectual property governance and open innovation: From patent peace to patent wars in mobile telecommunications, Ratio Colloquium for Young Social Scientists, Stockholm, Sweden, August 22-23, 2014.

IP in Open Innovation Arrangements, Seminar in the CISB Executive Innovation Management Course 2013, with participants from the Brazilian army, Lindholmen Science Park, Gothenburg, Sweden, November 6, 2013.

Intellectual Property Management, Seminar at University of Southern Denmark, Sønderborg, Denmark, October 31, 2013.

Managing the Intellectual Property Disassembly Problem in the Automotive Industry, Seminar on IP Aspects of the Car Manufacturing Industry, FICPI Sweden, Lilla Bommen Konferenscenter, Gothenburg, Sweden, May 23, 2013.

Innovation and Intellectual Property: Strategic IP Management and Economics of Technology, Seminar at Institute for Innovation and Entrepreneurship, University of Gothenburg, Gothenburg, Sweden, April 26, 2013.

Business model innovation in established firms: Comments on a Research Proposal by Sara Fallahi, Presentation/seminar at Chalmers University of Technology, Gothenburg, Sweden, January 31, 2013.

Innovation and Intellectual Property: Strategic IP Management and Economics of Technology, PhD seminar at Department of Technology Management and Economics, Chalmers University of Technology, Gothenburg, Sweden, November 16, 2012.

Innovation and Intellectual Property: Strategic IP Management of R&D and Technology, Presentation at IMIT annual meeting, Stockholm, Sweden, June 15, 2012.

The dynamics of multi-layered openness in innovation systems: The role of distributed knowledge and intellectual property, R&D Management Conference, Grenoble, France, May 23-25, 2012.

From Environmental Protection towards Sustainable Innovation Management - Incentives and Governance Structures, R&D Management Conference, Norrköping, Sweden, June 28-30, 2011.

Intellectual Property Strategies and Innovation: Causes and Consequences for Firms and Nations, Licentiate seminar at Department of Technology Management and Economics, Chalmers University of Technology, Gothenburg, Sweden, June 10, 2011.

IP Consultancy Services: An Industry Analysis, MELT project seminar for industry partners, Chalmers University of Technology, Gothenburg, Sweden, March 6, 2009.

Innovation and Intellectual Property Management, Presentation at Yonsei University, Seoul, Korea, November 25, 2008.

Teaching experience

Examiner, lecturer, and course leader at Chalmers University of Technology in *IOE011 Innovation Economics* (bachelor level) and *TEK315 Strategic Management and Economics of Intellectual Property* (master level) since 2013.

Creator, organizer, and examiner of the renewed California summer program *TEK580 Berkeley Summer Studies in Industrial Engineering and Management* for Industrial Engineering and Management students at Chalmers University of Technology, with courses at UC Berkeley, study visits, and case work with startups in Silicon Valley since 2017.

Guest lecturer at Norwegian University of Science and Technology in *TIO 4230 Entreprenørskap og Markedsorientert produktutvikling* in 2015.

Co-organizer of the California summer exchange program for Industrial Engineering and Management students at Chalmers University of Technology, with course modules at Stanford University and UC Berkeley, as well as numerous study visits to technology-based firms in the San Francisco Bay Area in 2015 (*IKA060 Market analysis project assignment + IKA082 Success factors in high technology management + IKA100 Modeling and design of organizations*).

Guest lecturer at University of Southern Denmark in the Engineering program in Innovation and Business in 2013.

Lecturer and exercise leader at Chalmers University of Technology in *IOE011 Innovation Economics* (bachelor level) and *TEK315 Strategic Management and Economics of Intellectual Property* (master level) during 2008-2012.

Teaching assistant at Chalmers University of Technology in *IOE010/011 Innovation Economics* during 2004-2012, *TEK315 Strategic Management and Economics of Intellectual Property* during 2008-2012, and *IOE015 Economics and Management of Technology* (master level) during 2006-2007.

Tutor of multiple course projects and master theses at Chalmers University of Technology since 2004.

Developer of several interactive group exercises and teaching games in the field of innovation economics and intellectual property management since 2010.

Member of expert group advising the development of a patent teaching kit within the European Patent Academy at the European Patent Office in 2008.

PhD Supervision

Thomas Ewing (ongoing)

Sara Fallahi (Finished)

Charlotta Kronblad (ongoing)

Sarah van Santen (ongoing)

Reviewing experience

California Management Review, Creativity and Innovation Management Journal, Industrial and Corporate Change, Industry and Innovation, International Journal of Intellectual Property Management, Journal of Small Business Management, Management Decision, R&D Management, R&D Management Conference, Scientometrics, Small Business Economics, Technology Analysis & Strategic Management, Technovation, Telecommunications Policy

Language skills

Swedish (native)

English (excellent)

German (basic)

Memberships

Academy of Management

EITIM - European Institute for Technology and Innovation Management (member of the board)

International Association for the Protection of Intellectual Property (AIPPI)

Licensing Executives Society International (LES Scandinavia)

The Swedish Association for the Protection of Intellectual Property (SFIR)