

**Woodie Austin Spivey**  
**Associate Professor**

**1. Degrees**

- Ph.D.** Marketing, University of Houston, 1977
- M.** Management Science, Texas Christian University, 1972
- B.** Aerospace Engineering, Georgia Institute of Technology, 1968

**2. Service at UTSA**

Years of Service: 30+ years  
 Original appointment: Assistant Professor, Division of Management and Marketing (1981)  
 Current appointment: Associate Professor, Department of Information Systems and Cyber Security

**3. Other Related Experience****a. At Santa Clara University**

Assistant Professor of Marketing (1977 – 1981)

**b. At Commercial Enterprises**

Systems Analyst, Bechtel Corporation (1973 - 1975).  
 Research Aerodynamicist, Bell Helicopter Company (1968 – 1973)

**4. Consulting, Patent, etc.:**

Karta Technologies

**5. State(s) in which registered: (none)****6. Principle Publications of Last 5 Years**

- (1). W. Austin Spivey, J. Michael Munson, and Bernd Wurth (2014). Implications of the America Invents Act for R&D Managers: Connecting the Patent Life Cycle with the Technology Development Process. *Research-Technology Management*, 57(5): 43-51.
- (2). Franza, Richard M., Kevin P. Grant, and W. Austin Spivey (2012). Technology Transfer Contracts Between R&D Labs and Commercial Partners: Choose Your Words Wisely. *Journal of Technology Transfer*, 37(4): 577-587.
- (3). Cory R. A. Hallam, W. Austin Spivey, J. Michael Munson and Bernd Wurth (2016). How University Technology Transfer Offices at US Medical Schools Value Innovation. *Proceedings of PICMET '15: Technology Management for Social Innovation*. Honolulu, Hawaii, September 4 - 8, 2016.
- (4). W. Austin Spivey and J. Michael Munson (2014). A Failure of Infrastructure and Service Integration: The Case of US 6 093 403. *Proceedings of PICMET '14: Infrastructure and Service Integration*. Kanazawa, Japan, July 27 - 31, 2014.
- (5). W. Austin Spivey and J. Michael Munson (2013). Strategic Implications of AIA for IT Entrepreneurs: A Practical Primer about the New Patent World. *Proceedings of PICMET '13: Technology Management in the IT-Driven Services*. San Jose, July 28 – August 1, 2013.
- (6). W. Austin Spivey and J. Michael Munson (2012). Job to Be Done: Connections for Technology Entrepreneurs. *Proceedings of PICMET '12: Technology Management for Emerging Technologies*. Vancouver, July 29 – August 2, 2012.
- (7). Marton Gergely, W. Austin Spivey, J. Michael Munson and Amber Schreck (2011). The Promise of a Global Patent: Insights from System Archetypes (with,). *Proceedings of PICMET '11: Technology Management in the Energy-Smart World*. Portland, July 31 - August 4, 2011.

**7. Scientific and Professional Societies**

PICMET

**8. Honors and Awards**

- Award Recipient (Teaching Excellence), MBA Association Graduate Faculty, UTSA, 2003
- Invited Panel Participant, NASA Technology Marketing Workshop, Johnson Space Center, Clear Lake, Texas 2003
- Award Recipient (Teaching Excellence), The Amber, UTSA, Spring 1999
- Invited Lecturer, CONLA, Mexico City, 1996
- Invited Lecturer, Summer AgriBusiness Management Program, Santa Clara University, 1990
- Editor, Marketing Educator, 1986

**9. Institutional and Professional Services in the Last Five Years****a. Institutional:**

- Translational Science Ph.D., Graduate Programs Committee, University of Texas System
- Faculty Senator
- MS MatE, Graduate Programs Committee
- Executive Programs Committee, College of Business
- Graduate Advisor of Record, Management of Technology
- Various faculty review, promotion and tenure committees at department level

**b. Professional:**

- Reviewer, PICMET
- Session Chair, PICMET