

## The Transformation of DuPont

Luncheon/Webcast of October 6, 2011 at Aureole Restaurant in New York

### Abstract

This presentation will address how intellectual assets support the transformational strategy of DuPont, including:

- How is DuPont reinventing its business from a traditional chemical company?
- What are the future challenges and areas for growth at DuPont?
- How is its intellectual assets strategy going to shape DuPont going forward?

DuPont has been at the forefront of some extraordinary changes in the chemical industry. DuPont operates as a science and technology company worldwide in eight segments: Agriculture, Nutrition & Health, Electronics & Communications, Performance Chemicals, Performance Coatings, Performance Materials, Safety & Protection, and Industrial Biosciences. With the recent acquisition of Danisco over half of DuPont's revenues are food related including its thriving seeds business and agrochemicals. Over the last decade, DuPont has also created a formidable array of technologies and creative supply partnerships. DuPont is actively pursuing licensing deals to strengthen business units, maximize value from its intellectual assets and help bring innovative products into the marketplace.

Join us and take advantage of a rare opportunity to meet and talk with DuPont's head of licensing and hear about the exciting transformation at this legendary chemical company.

### Speaker

**Charles 'Chip' Murray**, Global Managing Director of Intellectual Assets & Licensing

### Biography



Charles 'Chip' Murray has P&L responsibility for all out-licensing activities at DuPont. In addition, he assists many DuPont businesses to pursue in-licensing opportunities and form strategic supply alliances or original business relationships with its licensees. Since he assumed this position in April 2002, his goal has been to leverage and extract value for DuPont's technology, intellectual property and knowledge. Prior to his current position, he held management positions in DuPont's Polyester Enterprise, including assignments as Global Technology Director and Director of Strategic Planning for Dacron®. His over 34-year career with DuPont has included assignments at many DuPont locations, and a variety of disciplines including Engineering, Marketing & Sales, Manufacturing and Technical leadership. While Director of Strategic Planning for Dacron®, Chip negotiated strategic alliances or JV's with Unifi in USA, Akra Group in Mexico, Suzhou in PR China and Sabanci in Europe. Chip graduated with a B.S. in Engineering from Virginia Polytechnic Institute. Prior to DuPont, he worked for Shell Oil as a power systems engineer at the Norco, Louisiana refinery and chemical plant. Chip currently resides in West Chester, Pennsylvania with his wife and two children. Chip is an avid golfer who also enjoys tennis, basketball and traveling with his family.

**Register now using the link:** [www.cmeacs.org](http://www.cmeacs.org)

Chemical Marketing & Economics Group  
A sub-section of the American Chemical Society's New York Section, Inc.  
[www.cmeacs.org](http://www.cmeacs.org) • [cmeglobal@gmail.com](mailto:cmeglobal@gmail.com) • T: (212) 488-1798



Gold Sponsor



Silver Sponsor



Media Sponsors

**ACS BMGT**  
Division of Business  
Development  
& Management



Meeting Info

#### Location:

Aureole Restaurant  
135W 42<sup>nd</sup> Street , NYC

#### Event Times: (EDT)

11am Registration and  
Networking  
12 noon-1 pm Luncheon  
1 pm-2 pm  
Presentation & Webcast

#### Luncheon Fees:

\$70 for CM&E, NYSCC,  
BACC or CPPA members  
\$90 for Non-Members  
Check for Early-Bird  
Discounts and Save.

**Webcast** : \$30 for all.  
\$15 if reserved by 9/30.