



Keith DILLEY'S Biography

Keith Dilley is Director for the Development of IP Tools & Processes, General Electric. He has previous career experience both as a research scientist and in strategic marketing. In the late 90's (within Amersham plc), he created a business infrastructure to enable the IP portfolio to be managed in house. Attention was then focussed on monitoring third party IP and an IP analytics unit was established. These extended capabilities were applied by the IP team to working with other functions to ensure businesses were fully aware of relevant internal and external IP. In parallel, working with senior management, the IP component was embedded into virtually all strategic decision making. The net effect was to shift IP focus from late awakening to early awareness. Amersham became a part of GE in April 2004 and these principles have been developed further, iterated and applied across Healthcare and elsewhere within GE. In his current role he responsible for establishing common working practices to ensure that GE can create and maintain a quality IP portfolio. IP Informatics and Analytics are a cornerstone of this approach and competitive landscaping is an essential first step in the generation of high quality strategically important IP. A comprehensive set of facilitating tools and processes, deployed across GE, are now in place.