



FOR IMMEDIATE RELEASE

Contacts: Arjun Sanga, WiSys Executive Director
(608) 316-4015, asanga@wisys.org

Jennifer Sereno, Communications
(608) 770-8084, jsereno@warf.org

Arjun Sanga named Executive Director of WiSys Technology Foundation

New leader seeks to build partnerships that will help university technologies flourish

MADISON, Wis. — With a strong background in technology transfer, business startups and intellectual property management, Arjun Sanga intends to use his new role as executive director of WiSys Technology Foundation to strengthen partnerships that help university technologies flourish.

Sanga, who started on Jan. 2, comes to WiSys from San Antonio where he served in dual roles as assistant vice president for technology transfer at UT Health Science Center San Antonio and as executive director of UT South Texas Technology Management, a regional technology transfer office serving UT Brownsville, UTSA, TSU San Marcos and Stephen F. Austin University. He previously served as associate vice chancellor for technology transfer at University of Texas System and as corporate counsel for University of Kansas Center for Research.

David J. Ward, chairman of the board of WiSys Technology Foundation and CEO of NorthStar Consulting Group, said Sanga joins the foundation at an important time for UW System and the state's economy.

"As the technology transfer organization serving UW System's 11 comprehensive four-year universities, 13 freshman-sophomore colleges and UW-Extension, WiSys is in a unique position to connect statewide campus innovations with commercial opportunities," Ward said. "Beyond generating additional research funding for UW System through its licensing activities, WiSys helps campuses develop the talent pool and expand the capacity for innovation in the state."

Sanga said he has been impressed by the level of collaboration already occurring among the UW System campuses, local communities and industries ranging from health care to manufacturing.

"Given the challenges with higher education funding, universities are looking more and more at working with industry for mutual benefit and these partnerships are going to be critical going forward," he said. "As these relationships grow, there are better opportunities for students, companies make connections that support new business formation and we gain the attention of venture capitalists and new research funding sources."

A registered patent attorney, Sanga's experience includes structuring contracts with technology startups that help the companies get off the ground, yet ultimately deliver value back to the university and society. In one example, Sanga worked with a struggling medical device startup to restructure its

obligations in a way that allowed for adequate cash flow while an initial product underwent review by the U.S. Food and Drug Administration.

“The company’s second product has now gotten FDA clearance and they received a Small Business Innovation Research grant to continue developing their products,” Sanga said. “As a technology transfer office, we can’t take credit for the idea or the product design or the smart decisions of the board and management team, but we can help provide conditions that increase the likelihood of success. Even if you’re not rolling up your sleeves in the company, a well-thought-out technology transfer strategy can help a business work more effectively.”

Sanga said he looks forward to listening and understanding the perspectives of campus leaders and researchers throughout the state.

“I’m eager to hear what’s been working well, learn more about programs people might be interested in, have a dialogue and then address together what the priorities might be,” he said. “This is a long-term business and thanks to Maliyakal John’s leadership, a very impressive foundation has been laid. To have the guidance and support of WARF, you couldn’t ask for a better combination.”

Maliyakal John, who previously served as managing director of WiSys, has joined the Wisconsin Alumni Research Foundation as director of patent and market assessment.

Sanga is a member of the Association of University Technology Managers, the National Association of College and University Attorneys and the Association of Public and Land Grant Universities. He received his law degree from the University of Missouri-Kansas City and his bachelor’s degree with an emphasis in chemistry and computer science from the University of Washington.