

PETER COWAN, P.ENG, MBA



- › **Peter Cowan** is the founder and Principal Consultant at Northworks IP, an IP Strategy Advisory firm that was founded to help companies maximize value of their IP assets through a business focused approach to IP. The firm offers advisory services in all areas of Innovation Processes, IP Management, and IP Strategy.
- › Mr. Cowan brings 15 years of experience in both industry and consulting, and within that he has created and lead the growth of technology innovation and IP programs in businesses ranging from new startups to large multi-national groups. He works wide a wide range of individuals in technical teams, management, executives, and boards. He has successes across the full IP Lifecycle: from idea creation and patent prosecution to IP enforcement and monetization.
- › Before founding Northworks IP in 2012, Mr. Cowan had leadership positions in a high-growth technology venture as well as roles leading and managing the IP processes and strategy for multiple business units within a Fortune Global 400 Company. He defined and grew IP portfolios which resulted higher venture valuations at exit. He educated and engaged teams to generate business relevant patents by shifting the organizational culture to be IP-centric within their projects and processes. He has worked with multiple teams to formalize IP best practices based on their active business needs and R&D environment.
- › In addition to his business background, he has a wide range of technical skills and is a listed inventor on over 55 filed patents. Mr. Cowan holds a B.Eng and MBA (Entrepreneurship) from the University of Victoria. He is an active mentor with local Accelerator programs, working to help early stage technology CEO's and founders improve the success of their companies by focusing on patent strategies for the ventures.

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