

Petrochemicals to Patent Information to Consulting

Session: Advances in Information Technology to Help Small
Chemical Business Development

ACS Great Lakes Regional Meeting, May 2009

Thomas E. Wolff, Ph.D.
Wolff Information Consulting LLC

Personal Journey

- Petrochemicals – Amoco Chemicals – 1980-1990
- Patent Information
 - Searcher – Amoco, BP – 1990-2005
 - Manager/Searcher – Innovene – 2005-2006
- Wolff Information Consulting – 2006 to date

Personal Features

- Customer oriented
- Not inherently entrepreneurial
- Comfortable with team and self promotion

Key Career Features

- I seemed to do everything right at Amoco-BP for going into business for myself without actually expecting to.
- Amoco-BP-Innovene information research and analysis team acted as a small business.
- My consulting business started up fast and full based on established network.
- Now in slow times, marketing is essential.

Duct Tape Marketing – John Jantsch

- “Every business is actually a marketing business”
- “Marketing is getting people who have a specific need or problem to know, like and trust you.”
- Duct Tape key elements: *know, like, trust, contact, and refer*

Petrochemicals – Amoco Chemicals

- Polymers and organic intermediates R&D
 - Internal memos
 - Two patents
 - End-user search training
 - Laboratory, pilot plant and plant liaison work
- Fine Acids Liquid Chromatography Lab
 - Started with one hand-me-down chromatograph
 - Supported ten chemists and labs/pilot plants
 - Multiple technicians and chromatographs
 - 3500 samples annually
 - Implemented new analytical methods

Amoco Information, Research & Analysis Team

Goal: Develop my reputation inside Amoco-BP

- Expertise
 - Become Chemical Abstracts database expert
 - Become registered USPTO patent agent
- Provide services with high impact and broad exposure
 - Develop and publish numerous periodic current awareness reports
 - Develop corporate patent procurement website (PatentOrder)
 - Teach hands-on “Searching the World Wide Web” course
 - Contribute to Amoco intranet advanced search function team
- Marketing IR&A team
 - Coordinate Information Exposition (InfoExpo)
 - Develop and publicize IR&A team website

Amoco Information, Research & Analysis Team

Goal: Develop my reputation outside Amoco-BP

- Develop expertise in hot topics
 - Search post-processing
 - Personal bibliographic databases
 - Current awareness reports
- Publicize
 - Publish in *Chemtech*, *Database*, *JACS*, *Searcher* magazines
 - Speak at ACS, Patent Information Users Group (PIUG) conferences
 - Organize and present at poster sessions
- Volunteer
 - EnCompass (American Petroleum Institute) Literature Task Force
 - ACS Division of Chemical Information (CINF) Program Committee
 - Chemical Abstracts Service North American Users Council

Wolff Information Consulting LLC

- Marketing
 - Based on www.wolffinfo.com
 - Develop LinkedIn profile and recommendations
 - “Touch” clients frequently – email, LinkedIn, USPS, telephone
- Publicity
 - Expertise: freedom-to-operate search techniques
 - Publish in *Searcher* magazine
 - Speak and give workshops at PIUG and ACS conferences
- Social networking / professional organizations
 - PIUG, Assoc. of Independent Information Professionals (AIIP), ChemPharma
- Volunteer – PIUG Electronic Communications Committee
 - PIUG 2009 Service Award for developing the PIUG wiki (wiki.piug.org) and managing the PIUG website (www.piug.org)
 - Manage PIUG LinkedIn group
 - Establish the PIUG Twitter account

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Navigation

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- Forum - PIUG Discussion
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- Forum - Wiki Administration
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PIUG Space

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PIUG Discussion Forum

The PIUG Discussion Forum replaced the PIUG Discussion List effective February 1, 2009. To set up

Recent Discussion Forum Postings

[PIUG 2009 Annual Conference Updates - Exhibitors, Preliminary Program, Workshops](#)

on 19 Feb, [Cynthia Barcelon Yang](#) wrote:

Greetings! The PIUG 2009 Annual Conference will be held soon on May 2-7, 2009 at San Antonio, Texas.



In this update, we would like to highlight our generous sponsors/exhibitors, the program agenda and planned workshops. Please check out the PIUG webpage

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Wolff Information Consulting LLC provides outstanding **technical and patent search and analysis services** to help you meet your business, research and intellectual property objectives.

Call Tom Wolff when you need an expert searcher to:

- Augment your team's capacity short or long-term for search and analysis.
- Analyze the competitive landscape.
- Support you in unfamiliar subject areas.
- Facilitate management of intellectual property assets.
- Evaluate and improve your work processes.
- Train staff in web resources or search processes.

Count on me to be your partner from discovery through delivery and beyond:

- I *define* your requirements through personal contact.
- I *refine* them iteratively to get you what you need at the right time, in the right format, at the right cost.
- I *deliver* as promised.
- I *revisit* your needs to insure complete satisfaction.

Customers include Fortune 100 petroleum and chemical companies, established and startup technology companies, and law firms.

Conclusion

Do everything you can to have clients and prospects *know* you, *like* you, *trust* you, *contact* you for work, and *refer* others to you.

(based on *Duct Tape Marketing* by John Jantsch)