

D2

The Growth of a Strategic Partnership



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Rebecca Wood, Rachel Curwen
& Rob McElroy

PraxisUnico. *auril*
Conference 2017

The Growth of a Strategic Partnership



CRODA

“a commitment to enter a mutually stimulating relationship that is constantly improved over time in a way that makes it more beneficial to both partners”

Doz & Hamel in 'Alliance Advantage'



CRODA

The Growth of a Strategic Partnership




Rebecca Wood – Croda
Dr Rachel Curwen – University of York
Dr Rob McElroy – University of York




CRODA

Rebeca Wood, Croda

Specialty ingredient supplier to range of downstream sectors






£1,243M
Revenue



> 4200


- Open Innovation Co-ordinator, joined Oct 2015
- Chemist; background in developing and managing collaborative projects
- Responsible for overseeing relationship development with UoY




CRODA

Rachel Curwen, Uni of York


28 departments, three faculties and seven broad research themes




>16,000 students
>4,000 staff



14 overall
Top 10 for Impact



- Head of Research Development Team (10 people)
- Biologist; experience in research policy and now fostering interdisciplinary research
- Responsible for overall relationship for UoY with Croda



CRODA

Rob – Green Chem intro

Renewable Materials Microwaves Alternative Solvents Clean Synthesis CO₂, Polymers, & Catalysis

UNIVERSITY of York Green Chemistry Centre of Excellence CRODA

What makes a strategic partnership work?

UNIVERSITY of York CRODA

Recent Engagement

Recruit ~1 graduate per year

> 1 Industrial placement undergraduate per year

2010: Chemistry PhD

2012: Proteomics project

2015: Plant breed project, 3 IB CR&D projects, 3 BDC projects, TARGETED presentation

2017: Biology PhD

Strategic meeting, Renew chem, Joint event

Croda member of Green Chemistry Industrial Steering Board

Croda active member of BioVale

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What makes a strategic partnership work?

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Individuals

UNIVERSITY of York

CRODA

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