Barry Brager
Perception Partners

Barry Brager is the Founder and Managing Partner of Perception Partners®. He is responsible for diverse teams, tools and techniques that help clients understand, quantify and maximize the value from innovation and intellectual property. In this role, Barry leads the deployment of technology investment, business development and intellectual property transaction Solution Suites that have supported decisions related to more than $1 billion in financial transactions.

Barry is also the Chief Executive Officer of Starpound Corporation. Starpound is an IP management company that licenses technology to turn mobile phones into remote control devices. Barry holds one patent and multiple pending related to these endeavors.

Barry holds several leadership positions in the IP industry. He is the Small Business Committee Chair of the Intellectual Property Owners Association based in Washington D.C., which the only association in the U.S. that serves all IP owners in all industries and all fields of technology. He is also the co-chair of the Atlanta chapter of the Licensing Executives Society and will co-chair the LES 2008 Annual meeting in Orlando. Further, he is a member of the Atlanta Chapter Committee of the Society of Competitive Intelligence Professionals and member of the Strategic Planning Committee of the Patent Information Users Group. At the meetings of these groups and others, Barry is a frequent speaker on IP strategy, valuation and the links between patent intelligence and competitive advantage.

Previously, Barry was president of a marketing services firm, the precursor to Perception Partners. Barry is also an award-winning graphic designer and was an adjunct professor at Portfolio Center, one of the nation's leading creative development institutions. He taught hundreds of classes on computer systems, video editing, interactive animation and creative industry business practices for more than a decade.

Barry graduated in 1992 from Temple University, and in 2003 completed Emory University's top 10 globally-ranked Executive MBA program, graduating Beta Gamma Sigma and first in his class.