



I helped build the corporate-engagement model universities now benchmark. *Let's build yours.*

Georgia Tech calls the model “a blueprint for the 21st-century university.”

01 — THE FORCES

25^{years}

Working the seam between industry and the academy at Illinois, Carnegie Mellon, and Georgia Tech — **building the model for what comes next.**

Research funding	There is increased dependency on corporate partners for research investment — even for federal funding.
Philanthropy	Corporate giving is shifting from gifts to partnerships that must show strategic value.
Workforce partnerships	Companies want more than just job fairs. Is your campus thinking this through?
Innovation districts	Proximity matters — but many miss the true value these spaces can provide.
Corporate relations	The one-to-one relationship management model is giving way to integrated, strategic, revenue-aware engagement.

02 — FOR UNIVERSITIES

Build the engine that grows industry funding.

- 01 Corporate-engagement readiness audit**
Structure, CRM, channels, metrics, partner screening — scored against the benchmark, with a roadmap.
- 02 Strategy & blueprint**
Office design, the nine-channel framework, governance and metrics, research-advancement alignment.
- 03 Fractional & interim leadership**
Stand up or restructure the office. Hire and coach the team. Implement the systems.
- 04 Training & workshops**
Holistic engagement for staff and faculty — including hiring engagement talent from industry.

“I was told Mark Nolan was the person to talk to.”

Ande Durojaiye — Vice President for Strategy and Partnerships, Miami University — in *The Wall Street Journal*

“Mark Nolan's phone has been ringing off the hook.”

The Wall Street Journal — August 2025