



FOR IMMEDIATE RELEASE
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CONTACTS:
Karen Leland, 480-965-4525

ROSEN NAMED DIRECTOR OF ECONOMIC AFFAIRS

Arizona State University's Office of Economic Affairs has appointed Julia Rosen to the newly-created position of director of economic affairs. Rosen reports to Rob Melnick, associate vice president for economic affairs and director of ASU's Morrison Institute for Public Policy.

Rosen has broad experience in technology transfer, venture capital and economic development. She previously worked in the ASU technology transfer office, where she established a series of innovative programs and services for ASU-based entrepreneurs. As an economic development official at the city of Tempe, she created the Tech Oasis to attract and retain technology companies for the city. Rosen also headed business development efforts for a local venture capital firm. She holds a Master of Business Administration degree from ASU and a Master of International Management degree from Thunderbird, the American Graduate School of International Management.

"Julia's expertise in technology and business development will be invaluable as we implement President Crow's vision of increasing the University's impact on the regional and statewide economies. ASU has numerous experts, research centers, economic databases, policy capabilities and technology programs. Julia will play a central role in coordinating those assets and linking them to business and economic development organizations," said Melnick.

(More)

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PO BOX 872703, TEMPE, AZ 85287-2703
(480)965-1225 FAX: (480)965-8293

Rosen Named Director of Economic Affairs

Page 2

“I look forward to working with talented faculty, staff and business leaders to increase ASU’s contributions to the economic well-being of the state. In particular, our new initiatives in technology commercialization and entrepreneurship will enable the university to create even more jobs and wealth than it has done in the past,” Rosen said.

Rosen will represent ASU at numerous business and economic development organizations. She will also serve as a liaison to companies that desire access to ASU’s intellectual and programmatic resources.

Dr. Jonathan Fink, ASU’s vice president for research and economic Affairs said, “Julia is a great talent who is very well connected in Arizona’s business and economic development communities. And she understands ASU’s considerable intellectual assets. I’m certain that Julia’s work in this new position will make a very significant contribution to the region and state.”