

Dr Caroline Sincock

Passionate about intangibles

Originally a biological scientist, Caroline was a patent agent with Murgitroyd & Company for over 10 years, entering the public sector in 1996 as an innovation advisor and subsequently as the Co-ordinating Manager of the IA= Initiative in Targeting Technology Ltd . In 2002 she proposed and developed of the world's first Intellectual Assets Centre (The IA Centre in Glasgow), and became its Chief Intellectual Assets Officer after its inception in 2003. Since 2006, Caroline under the name of "Passionate about Intangibles" has provided consultancy on intangible asset management for a wide variety of clients.