



Faculty Areas of Expertise Form

PI Name, title, and email	Giorgo Sertsios (http://sertsios.weebly.com/) (https://www.linkedin.com/in/giorgo-sertsios-1b112639/) Sheldon B. Lubar Associate Professor of Finance sertsios@uwm.edu
Research focus on...	• Study the relation between product market competition and firms' financing decisions. • Study the corporate governance structures of nonprofit hospitals. • Examine if and how the cy pres doctrine has introduced frictions in nonprofits' M&A market. • Establish the causal effects of ownership stakes on firm value.
Expertise	• Corporate Finance • Healthcare • Organizational Economics • Hotel industry
Skills	• Data analytics • Advanced Microeconometrics
Industry experience	• LATAM airlines • Revenue management
Resources for partnering (equipment, etc.)	Access to Stata software
Possible partnering avenues	• Expert witness • Design control experiments (pilots) to understand the cost/benefit of new technologies or business units. • Understand the marginal/cost revenue from different clients. • Valuation • Sector: Finance, Healthcare, Hotels,

The UWMRF was formed to serves and supports UW-Milwaukee faculty, students, and staff with their intellectual property (IP) by:

- Collaborating and educating on the commercialization process
- Evaluating inventions and creations for novelty and commercial potential
- Protecting intellectual property through patents, copyrights, and more
- Drafting, negotiating, and executing a wide range of agreements
- Connecting with industry for partnerships
- Funding early stage applied research projects through competitive grants
- Linking business mentors with UWM innovators
- Getting ideas to market through licensing and startup formation

For industry partnering assistance, contact:

Jessica Silvaggi, President, jessica@uwmrf.org 414-906-4654

Brian Walsh, Senior Technology Commercialization Manager, brian@uwmfr.org 414-906-4657