



Bruce Hughes

Senior Project Manager – Technology Commercialization Center

SWTXB SBDC Network - The University of Texas at San Antonio

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Bruce Hughes serves as Senior Project Manager in the Technology Commercialization Center of the South-West Texas Border Small Business Development Center (SBDC) Lead Network at The University of Texas at San Antonio (UTSA). In this role he is responsible for advising and providing training to science & technology entrepreneurs, innovators, and small businesses. The SBDC Technology Commercialization Center is part of the Institute for Economic Development Programs and Centers at UTSA.

At UTSA since 2008, Bruce has provided sound advice, training, and experience-based knowledge on:

- evaluating the economic potential of a new idea before seeking patent protection;
- performing informal patent searches to evaluate the state of the art and provide background information to take to a patent agent or attorney;
- other forms of intellectual property protection, including copyright, trademark, and trade secret protection;
- creation of licensing plans;
- business plans startup business valuation, and raising capital; and
- how to build a management and technical team, structure a financial forecast, and create and deliver an investor pitch.

Prior to coming to UTSA, Bruce began as a biological research technician and electron microscopist at Rice University, Temple University School of Medicine, and Baylor College of Medicine. Later, he entered the field of software development, eventually leading a multi-site team that created the first successful 802.11b (WiFi) semiconductor chipset. He has been successful in startup and corporate management at every level from engineering management to CEO.

Bruce is certified by the national Association of Small Business Development Centers (ASBDC) as a Technology Counselor. He has a Master of Business Administration degree from The University of Texas at San Antonio (2003), with a concentration in Leadership. He has advised companies through several successful equity investments.