



CYNTHIA MOTSI

Dr Cynthia Motsi is Senior Manager: Intellectual Property Management and Commercialisation at the Agricultural Research Council (ARC), South Africa, where she has served since 2016 and progressed through roles of increasing responsibility within the intellectual property and commercialisation environment. In her current role, she leads the management, protection, and commercialisation of intellectual property arising from publicly funded research and directs the implementation of ARC's technology transfer and commercialisation strategy across the full innovation value chain from disclosure and protection to valuation, licensing, and market deployment.

She provides strategic and legal guidance on intellectual property management, contract research negotiation, and regulatory compliance, including the Intellectual Property Rights from Publicly Financed Research and Development Act and related legislation. Dr Motsi is responsible for structuring and negotiating key commercial agreements, including licensing, material transfer, confidentiality, and benefit-sharing agreements. She has led initiatives that have increased royalty income and enabled commercial partnerships in both local and international markets, supporting the transfer of agricultural innovations to industry and farming communities.

Her experience spans research, academia, and the national innovation ecosystem. She began her career in a research capacity at the South African National Biodiversity Institute (SANBI), and subsequently held roles at the Technology Innovation Agency (TIA) and the Tshwane University of Technology, contributing to intellectual property management, technology transfer, and innovation funding. This multidisciplinary experience provides her with a comprehensive understanding of the pathway from knowledge generation to commercialisation.

Dr Motsi holds a PhD in Botany (Molecular Systematics) from the University of Johannesburg and an LLB from the University of South Africa. She has completed specialised training in intellectual property and technology transfer, including the Licensing Academy at the University of California, Davis, and is currently pursuing an Executive MBA. She serves as a Non-Executive Director and actively contributes to professional and policy dialogues on innovation and commercialisation.