

**Synthetic Streamlining via the Coupling of Organic Acids to Terminal Olefins**

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Allylic C-H oxidation of olefins is proving to be a functional group tolerant and chemically divergent method for the construction of highly functionalized synthetic intermediates. Often however the products require additional functional group manipulations to obtain the desired products. State of the art methods to (E)-allylic oxygenates, as well as methodology developed in our lab to obtain functionalized end products in one step through C-H oxidation, will be discussed in the context of small molecule synthesis.