



Dr. Francoise Simon is Professor Emerita at Columbia University and Senior Faculty, Mount Sinai School of Medicine. Her teaching focuses on graduate and executive programs and won the Chandler Award for Commitment to Excellence from the Columbia Business School.

Dr. Simon has over twenty years of experience in the Americas, Europe, Asia and Africa. She has worked with Fortune 500 companies, new ventures, European and Asian firms and the United Nations. Prior to joining Columbia, Dr. Simon was a Director of Arthur D. Little. Previously, she was a Principal of Ernst & Young, with a strategy practice in healthcare and high technology. Her corporate experience includes appointments at Abbott and Novartis. Dr. Simon holds an MBA from Northwestern University and a Ph.D. from Yale University. She has held faculty positions at the University of Chicago and New York University. She has published over twenty articles and conducted more than 200 management seminars in the Americas, Europe and Asia.

She is the co-author of *Managing Biotechnology: From Science to Market in the Digital Age*, with Glen Giovannetti (Wiley, 2017). She is also the co-author of *Building Global Biobrand*s, with Philip Kotler (Free Press, 2003), *Winning Strategies in the New Latin Markets*, with Fernando Robles and Jerry Haar (Prentice-Hall, 2002), and *Europe and Latin America in the World Economy*, with Susan Kaufman Purcell (Rienner, 1995). She is a past Vice President and Director of the American Marketing Association, and has served on the International Council of the American Management Association.