

Hermann Simon

Prof. Hermann Simon graduated from University Bonn and University of Cologne. After his graduation, Prof. Simon taught enterprise administration and marketing in University of Mainz from 1989 to 1995 and Bielefeld University from 1979 to 1989, and worked as the director of European Marketing Administration Committee (EMAC) from 1984 to 1986. He has also visited and taught in world-famous schools around globe like Harvard Business School, Stanford University, MIT, London Business School, Keio University and Tokyo University. Prof. Simon has 30 works published and translated in 26 languages.

Prof. Simon is the founder, former CEO (from 1995 to 2009) and current director of board of Simon-Kucher & Partners Strategy & Marketing Consultants. Prof. Simon's achievement in business administration has been acknowledged by many international awards.

Prof. Hermann Simon's research partner in UIBE is Prof. Xiong Wei.