



WSG 2001 Denis F SIMON

President
Monitor Group (China)

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Dr. Denis Fred Simon is President of Monitor China, Ltd. As a senior member of the Asia leadership team within Monitor Asia, Dr. Simon helps drive overall business development and provides high-level management support and intellectual leadership for Monitor's strategy engagements in China. He is also responsible for building the skills base and for colleague care for the members of the China practice. Prior to joining Monitor, Dr. Simon was Managing Director of the Business Strategy and Architecture Innovation Center in Asia for Scient Corporation. And, prior to his tenure at Scient, he was an Associate Partner at Andersen Consulting China, where he served as Director of the China Strategy Group. He also served as the General Manager for Andersen Consulting's China practice in Beijing from 1998-1999.

Dr. Simon's distinctive competence is that he is one of a select number of global management experts with dual knowledge of both business strategy & technology management and Asian business systems and cultures. Having first visited Asia in 1976 and the China mainland in 1981, Dr. Simon has developed an extensive network of professional relationships throughout business, government, and academia in the region. He has written and lectured widely regarding innovation, high technology development and strategy and is frequently quoted in the Western and Asian business press regarding commercial and technology trends in China, Hong Kong and the Asia-Pacific region. Among his key publications are: *Technological Innovation in China* (Harper Books, 1987), *Science and Technology in Post-Mao China* [edited with Merle Goldman] (Harvard University Press, 1989), *The Emerging Technological Trajectory of the Pacific Rim* (ME Sharpe, 1995), *Corporate Strategies Towards the Pacific Rim* (Routledge, 1996), and *Techno-Security in an Age of Globalization* (ME Sharpe, 1997). He currently is working on a book-length manuscript dealing with the development of the IT sector and Internet in China.

Dr. Simon's achievements have been particularly notable in the context of his consulting activities dealing with the People's Republic of China. With Andersen Consulting, Dr. Simon helped develop the strategy practice from its very limited beginnings into a 30-person team of high-quality consulting professionals generating substantial engagements with both multinational firms and Chinese domestic clients. In addition, he has conducted extensive client-related research on many of China's key evolving industries, including electronics, telecommunications, computers, automobiles, petrochemicals, transportation, and assorted consumer products. His projects have focused on such critical strategic business problems as supply chain management, eCommerce strategy, market expansion strategy, IT strategy, R&D strategy, distribution, and joint venture operations-manufacturing, HR, and distribution. He also has performed as a consultant to numerous US government and international organizations regarding China and the economies of the Asia-Pacific region, including the Office of Technology Assessment (US Congress), National Academy of Sciences, World Bank, United Nations, US Department of Commerce, and OECD.

From 1990-1995, Dr. Simon served as President of China Consulting Associates (Boston), which was one of only four foreign consulting firms approved by China's State Council to operate as a domestically registered management consulting company in the PRC. In that capacity, he also served as President and Vice-Chairman of the Board of Shanghai Hua Mei Economic & Technology Consulting Company, Ltd., a Sino-foreign joint venture with the Shanghai Academy of Social Sciences and the Shanghai Electric Machinery Import & Export Corporation. From 1983-1995, Simon served as a private consultant to numerous Fortune Global 500 firms regarding their business entry and operations in China. His projects included market entry strategies; competitor analyses, industry analysis, joint venture partner assessment, distribution strategy, and technology transfer diagnostics. In addition, Dr. Simon has been enlisted as a keynote speaker at a large number of major business conferences, e.g. World Economic Forum, and executive education programs, e.g. IBEAR's China Program, regarding key success factors for doing business in China.

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Prior to joining the world of professional services in 1995, Dr. Simon served as professor of international business strategy and technology management at the Fletcher School of Law & Diplomacy, Tufts University (1987-1995) and as the Ford International Professor of Management & Technology at the Sloan School of Management at the Massachusetts Institute of Technology (1983-1987). He received his M.A. degree in Asian Studies in 1975 and Ph.D. in Political Economy in 1980 from the University of California at Berkeley. He received his B.A. degree from the State University of New York in 1974. In his academic career, he received numerous honors and grants, including significant project grants from the Ford Foundation (technological innovation in China), National Science Foundation (evolving patterns of innovation in East Asia), Hitachi Foundation (technology transfer and innovation in Asia), Xerox Foundation (technology absorption in China), and the Committee on Scholarly Communication with the People's Republic of China (China's policies for stimulating innovation in comparative perspective). He reads and speaks Mandarin Chinese fluently.

Throughout his professional career, Dr. Simon has been an innovator in intellectual thought and program development. He is well-known in many circles for his "entrepreneurship." Along with his consulting experience, during his academic career at the Fletcher School, Dr. Simon served as Director of the China Executive Program (1988-90), a customized training program for mid-level Chinese managers to prepare them for long-term managerial careers in the PRC. From 1990-1993, he served as Director of the Center for International Business Education and Research (CIBER) at the Fletcher School. CIBER is a US Department of Education-sponsored research and training program designed to build closer links between the business and academic communities. From 1989-1995, he also served as founder and Director of the Center for Technology and International Affairs at the Fletcher School; in that capacity he raised significant funds and developed multiple program activities to create a business-academic partnership to analyze the impact of high technology on regional and global economic and commercial relations. Finally, between 1990-1995, Dr. Simon was founder and Director of the Global Senior Managers Program, a customized executive training program for senior corporate officials from around the world to assist them prepare for the challenges of managing in a globalized business environment.