

Francoise Simon, PhD

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Francoise Simon, PhD, is an internationally known author, speaker and consultant with recognized expertise in the digital transformation of healthcare. She is highly experienced in strategy consulting in the Americas, Europe, Asia and Africa, with clients including healthcare leaders, new venture firms, several governments and the United Nations. Dr. Simon's new book, *Managing Biotechnology: From Science to Market in the Digital Age* (Wiley), covers the new role of infotech in healthcare, and shows how to capitalize on digital technologies, from R&D to the market. New models and cases contributed by senior executives combine as a roadmap to best practices at each stage of a patient-centered, digitally enabled, value chain. Dr. Simon's academic teaching focuses on executive programs. She also chairs symposia at major conferences and she conducts industry seminars globally on digital business strategy, including disruptive innovation, customer experience, precision marketing, multi-channel communications and patient centric organization design.