

PRESS RELEASE

Prof. Simon Mercado is the new Executive Vice President/Directeur Général-Adjoint for Business & External Relations.

As of 07 June 2021, **Professor Simon Mercado**, currently Dean of ESCP's London Campus, will become ESCP's new **Executive Vice President/ Directeur Général Adjoint for Business & External Relations**. Operating under the responsibility of **Professor Frank Bournois, President and Dean of ESCP**, Professor Mercado will lead the School's relations with the corporate world as well as with strategic institutional partners in such fields as accreditation. As **Dean of Executive Education**, he will assume oversight of the School's part-time and executive degree programmes as well as its customised programmes for executives and working professionals.

"Our Management Board team is glad to welcome Professor Mercado into this important mission" says **Frank Bournois**. "His appointment signals a new phase in our relations with strategic business partners and the corporate world. Simon's experience with international accreditation and his track record in commercial leadership will help us to advance our work as we reset after the Pandemic and enter into the period of a new strategic plan".

Professor Mercado remarks: "It is a great privilege to take on this role and to unify the School's corporate and external connections in a brand new Directorate. There is an outstanding record of engagement upon which to build and great expertise across our teams and campuses".

Professor Mercado assumes his new responsibilities after two successive terms as Dean of the School's London Campus. Under his leadership, London was crowned UK Business School of the Year (in 2018) and played a pivotal role in the launch of the School's high-performing Bachelor programme. Now recognised as an official UK Higher Education Provider, London has doubled its revenues and student numbers in the six years of Professor Mercado's Deanship, building a strong client list and balance sheet. As well as his Dean's role in London, Simon has served as Director of ESCP Corporate Services UK, leading the School's commercial work and development.

"To lead the ESCP Campus in London was highly symbolic for me. As a proud European convinced of the UK's role in Europe, ESCP London was a natural choice" adds **Professor Mercado**. "We set our sights high and transformed the operation there, achieving strong recognition. Though it's hard to relinquish the Dean's role, I can now move through the rooms of the international ESCP house and drive

collaboration in our external work and impact. Most of all, ESCP remains home and family".

Simon is a well-known figure in European management education and was invited Chair of the EFMD's Annual Conference in 2019. He is currently Chair of the International Committee of the Chartered Association of UK Business Schools (CABS) and Advisory Board member for the French Chamber of Commerce in Great Britain (CCFGB). Chair and member of advisory boards in the UK, India, Finland and France, Simon has extensive international experience as an executive, advisor and consultant. Prior to joining ESCP he was Vice Dean at Nottingham Business School (EQUIS accredited), where he also held the External Relations portfolio.

A new London Dean will be in office before the start of the next academic year with announcements to follow.

Contacts

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ESCP

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ABOUT ESCP BUSINESS SCHOOL

ESCP Business School was founded in 1819. The School has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Six campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience this European approach to management.

Several generations of entrepreneurs and managers were thus trained in the firm belief that the business world may feed society in a positive way.

This conviction and ESCP's values - excellence, singularity, creativity and plurality - daily guide our mission and build its pedagogical vision.

Every year, ESCP welcomes 7100 students and 5000 managers from 120 different nationalities. Its strength lies in its many business training programmes, both general and specialised (Bachelor, Master, MBA, Executive MBA, PhD and Executive Education), all of which include a multi-campus experience.

It all starts here.

Website: www.escp.eu

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