

Simon Mercado, PhD

Professor of Management & Higher Education Leadership

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SUMMARY

Strategic academic leader with 15+ years of experience in higher education and business school leadership. Strong international orientation with recent executive roles in London, Paris, and Dubai. Proven executive success in campus and institutional management, with specializations in strategic planning, accreditation, global development, and corporate engagement. Recognized for delivery of measurable institutional gains and transformation leadership across faculty, research, and education. Committed to shaping business education and research for purpose and impact. Strongly networked with international visibility in business school networks.

PROFESSIONAL EXPERIENCE

Professor of Management & Higher Education Leadership

ESCP Business School, London, UK | 2024 – Present

- Returned to faculty following successful executive leadership roles across ESCP campuses.
- Active in teaching, mentoring, and contributing to research on internationalisation and leadership.

Executive Vice President for Global Affairs

ESCP Business School, Paris, France | 2023 – 2024

- Member of the Senior Management Board and EXCOM.
- Oversaw ESCP's Directorate of Global Affairs & Accreditations.
- Held concurrent Deanship of Dubai campus.
- Led EQUIS and AACSB international (re-)accreditation across the ESCP Group.
- Accountable for global partnerships, international strategy, and offshore operations.
- Maintained scholarly engagement through teaching and research.

Executive Vice President for Corporate Relations

ESCP Business School, Paris, France | 2021 – 2023

- Member of the Senior Management Board and EXCOM.
- Directed Executive/Professional Education at group level, @ €30M+ annually.
- Oversaw group relations with corporate partners (inc. blue-chip CAC40, FTSE & DAX listed companies), governing EXED, corporate chairs and industry engagement.
- Managed 100 staff (through 10 direct reports) across six campuses.
- Elevated Executive Education to #12 globally in FT Rankings, 2022.
- Maintained scholarly engagement through teaching and research.

Dean of London Campus / Professor

ESCP Business School, London, UK | 2015 – 2021

- Executive leader of the London campus (€12M budget; 100+ staff).
- Spearheaded campus transformation and programme innovation.
- Boosted student recruitment, satisfaction, and stakeholder engagement.
- Delivered HE Provider status with OFS and initiated successful TDAP.
- Achieved *THE* Business School of the Year award, 2018.
- Served as Managing Director, ESCP Europe Corporate Services Ltd.
- Maintained scholarly engagement through teaching and research.

Associate Dean (Deputy Dean) / Professor

Nottingham Business School, NTU, Nottingham, UK | 2011 – 2015

- Deputy to the Dean, leading faculty operations and educational provision.
- Line manager to heads of department and heads of studies.
- Oversaw academic development, QA, and strategic planning.
- Drove successful EPAS and AACSB accreditation outcomes.
- NBS representative on multiple University and College committees.

Previous Roles at Nottingham Business School

NTU, Nottingham, UK | 1997 – 2011

- Head of International Affairs & External Relations (2008-2011)
- Head of Department of Strategic Management (2005-2008)
- Principal/Senior Lecturer in International Business (1997-2005)

Secondary or part-time employment at other institutions

- Associate, QED Consulting (Dublin, Ireland) *current*
- Associate Lecturer, Workers Education Association, Univ. of Nottingham, U.K. (1996)
- Part-time Tutor/Tutoring Research Student, Nottingham Trent Univ., U.K. (1995-97)
- Visiting Professor, Wielkopolska Business School, Poznan UEB, Poland (1992-1995)
- Visiting Professor, IESEG Business School, France (1990-1993)

EDUCATION

1. PhD, International Political Economy, Nottingham Trent University (1992–1997)
2. MA, International Relations, University of Nottingham (1990–1991)
3. BA (Hons.), Social Science, Nottingham Trent University (1987–1990)

LANGUAGES

English (Native)

French (Upper-Intermediate, B2)

GOVERNANCE & EXTERNAL ENGAGEMENT (last ten years only)

- Advisory Board Member, Burgundy School of Business (France) *current*
- Advisory Board Member, Luiss School of Business (Italy) *current*

- Advisory Council Member, French Chamber of Commerce in GB (U.K.) *current*
- Director, Annual Internationalisation Workshop, EFMD Global (Brussels) *current*
- Contributor Chartered ABS Development Programme for International Deans & Directors *current*
- Member, (Dean's) Innovation Committee, AACSB (2022–2024)
- International Committee Chair, Chartered ABS, U.K. (2021–2023)
- Conference Chair, EFMD Quality, Impact & Accreditations Annual Conference, Paris, (June 2023)
- Advisory Board Member, JAMK Business School, Finland (2020-2023)
- Advisory Board Member & Chair, IFIM Business School, Bangalore, India (2020-2023)
- Conference Chair, EFMD Annual Conference, Lisbon (April 2019)
- External Examiner, University of Hertfordshire, U.K. (2014-2019)
- External Examiner, Newcastle University, U.K. (2010-2015)

PROFESSIONAL & SCHOLARLY PUBLICATIONS (last ten years only)

- Re-thinking Internationalization: Values-Based Internationalization for a New Era (with J. Perrin-Halot), EFMD Global Focus Magazine, pending 2025.
- Business School Internationalization in a Changing World (with J. Perrin-Halot), EFMD Global Focus Magazine, January 2024.
- HE Transformation Leadership: an analysis of emergent and high potential leadership styles, European University Association (EUA) Press, August 2023.
- International Student Mobility & the Pandemic, AACSB Insights Magazine, June 2020.
- Covid-19 and the future of international student mobility, ESCP Impact Paper No. 2020-73-EN, 2020.
- Waiting for Godot: treading the boards of the great Brexit drama, Business Impact: The Magazine of the Business Graduate Association, September 2019.
- A Strategy for Business School Internationalization (with J. Perrin-Halot), Business Impact: The Magazine of the Business Graduate Association, January 2019.
- Tomorrow's Work Force: Business School Trends (with J. Perrin-Halot), INFO Magazine of the French Chamber of Commerce in Great Britain, January 2019.
- Brexit is already a disruptive force, Magazine of the Conference des Grandes Ecoles, November 2019.
- Making International Collaboration Work (with J. Perrin-Halot), EFMD Global Focus Magazine, October 2017.
- The role of dual award programmes as an effective transnational education practice (with A.Bisignano and O.Palermo) in Tsiligiris, V. (ed.) 2017, Transnational Education 2.0: Informing Practice Through Research, Palgrave.

PROFESSIONAL WORKSHOPS, PANELS & SEMINARS (last ten years only*)

***Workshop Director (D), Plenary Keynote (K), Concurrent Session Speaker (S), or Guest Moderator (M)**

- Re-thinking Internationalization, 3rd Annual EFMD Business School Leaders Workshop, Porto, Portugal, June 2025. (D)
- Internationalization in a Time of Disruption, EFMD Annual Conference, Munich, Germany, June 2025. (S)
- Internationalization in a Disrupted (5D) World, EFMD Masters Conference, Budapest, Hungary, December 2024. (K)
- New Directions in Internationalization: Towards Internationalization 2.0? CABS Development Programme for Directors of International, London, October 2024. (C)

- Re-thinking Internationalization: Towards Internationalization 2.0?, 2nd Annual EFMD Business School Leaders Workshop, Barcelona, Spain, June 2024. (D)
- Internationalization and International Collaboration at a Time of Crisis, EFMD Annual Conference, Bologna, Italy, June 2024. (M)
- Re-thinking Internationalization, 1st Annual EFMD Business School Leaders Workshop, Munich, Germany, June 2023. (D)
- New Directions in Internationalization: Towards internationalization 2.0?, AACSB Europe, Middle East & Africa (EMEA) Conference, Amsterdam, Nov. 2022. (K)
- Reimagining Business Education, The 9th International Business School Shanghai Conference (IBSSC), Shanghai, Nov. 2022. (S)
- Leadership in Internationalization, European University Association NEWLEAD Consortium Group meeting, University of Reykjavik, Iceland, Apr. 2022. (D)
- How to Build an International Brand in Higher Education, 2018 EFMD GN Central and Eastern Europe Annual Conference, Warsaw, October 2018. (S)
- Managing and Leveraging International Collaborative Provision, AACSB Annual Conference (with J. Perrin-Halot), Honolulu, April 2018. (S)
- Building international Capability, CABS 3DP Programme (with J. Perrin-Halot), London, June 2018. (S)
- Partnerships and their implications on accreditation, AACSB EMEA Accreditation Conference (with J. Perrin-Halot), Vienna, May 2017. (S)
- International student mobility - a fresh appraisal of forms and benefits, The 12th QS Asia-Pacific Professional Leaders in Education Conference, Malaysia, Nov. 2016. (S)
- The Deadly Sins and Virtues of Business School Internationalisation, EFMD External Relations Group Annual Conference, Vancouver, Canada, March 2015. (S)
- Strategies for Internationalization of Higher Education and Collaboration among Western and Asian Universities: A Case Study of UK Strategy & Engagement Models, APAIE Conference & Exhibition, Seoul, Korea, March 2014. (S)
- How Multiple Stakeholder Attitudes Impact Transnational Education within the Global Education Context (with L.Gibson) APAIE Conference, Seoul, Korea, March 2014. (S)
- Practical Aspects of Transnational Education: UKHE approaches, SKVC International Conference on Transnational Education, Vilnius, Lithuania, May 2014. (S)

REFERENCES

Available upon request from senior academic and business school leaders including:

- Prof. Frank Bournois, Vice President & Dean, China Europe International Business School (CEIBS), Shanghai, China.
- Prof. Baback Yazdani, Executive Dean, Nottingham Business School, Nottingham Trent University (NTU), Nottingham, U.K.
- Mme. Helke Carvalho-Hernandes, Vice President, European Foundation for Management Development (EFMD), Brussels.

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