

Simon Peter Gifford

Curriculum Vitae

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Profile:

My career to date has been both successful and varied; and I have been fortunate enough to have been involved in work which I thoroughly enjoy and about which I am passionate.

I have a broad general management background with deep skills in 3 areas:

- Developing and selling consulting solutions to corporate clients. The service focus has been on helping organisations address strategic issues, from figuring out how to 10x their growth to defending against or capitalising upon industry disruption (via Genesis Management Consultants).
- Design, sales and implementation of online education programmes to universities. (through my online accelerator: Mashauri.org). The objectives are to train students in aspects of entrepreneurship as they design, launch and grow their own ventures.
- Educating executives and founders on how to craft strategies and manage through uncertainty (as an adjunct professor at IE Business School).

My leadership style is one of leading from the front with a spirit of extreme optimism. I am a strong proponent of visual reasoning, systems and design thinking, and the use of technology to transform businesses and industries.

Professional Career History

2003 to present Genesis Management Consulting Limited

Position Director

Roles Sales and delivery of consulting services in the field of strategy, innovation and decision making

Achievements: Supported clients in resolving complex problems and taking strategic decisions
Supported public sector organisations improve commercial performance while increasing user satisfaction

2013 to present Mashauri Limited – online learning platform for entrepreneurs

Final position CEO and co-founder

Roles Design, direction and development of entire business including strategy, business model, technology and marketing.

Achievements: Redeveloped the entire technology solution after CTO left the organisation
Took business to the stage of having paying and returning customers

2009 to present IE Business School

Position Adjunct professor: strategy, decision making and entrepreneurship

Achievements: Two awards of excellence for programme: Accelerate: building business from science and technology;

1994 to 2003 Deloitte Consulting

Final position Partner (global practice)

Roles Business development; client management; sales and delivery; practice management

Achievements: Selected to head (at different times):

- Strategy & operations practice for Africa
- Financial institutions industry group for South Africa
- insurance practice for Asia-Pacific-Africa region
- Recruitment “Dean” for Northwestern University, Chicago.

Managed relationship of largest client in the practice (Old Mutual)

Sold and successfully delivered the largest ever project in Africa (at the time) – a financial transformation of Old Mutual (Accounting Renewal Project)

1988 to 1994 Perry and Associates (strategy consulting)

Final position Director and acting CEO

Roles Sales, project direction and management, client relationships

Achievements: Started as consultant and after 4 years I was running the entire operations (consulting function).

Practice tripled in size within my tenure

1986 to 1988 Exeter Consultants

Final position Owner and sole member

Financial modelling, financial advice, business planning

Achievements: Sold business to new employer (Perry & Associates)

1984 to 1986 Kimberley Clark

Final position Marketing Manager (facial and toilet tissue)

Managed all marketing functions for tissue products

Achievements: Gained 5% market share in 9 months in the competitive one ply toilet tissue market

1978 to 1984 Various roles in finance and administration in automotive market

Achievements: Studied part-time and obtained first class degree (Bachelor of Commerce: statistics, economics) while working.

Professional Qualifications

MBA: University of Cape Town. 1984
Specialisation: strategy and advanced finance

Post graduate Diploma in Advanced Marketing: University of South Africa. 1983 and 1985.
Advanced marketing and marketing research.
Had been granted a bursary on the basis of excellence in his first degree.

Bachelor of Commerce: University of South Africa. 1979 - 1982
Statistics (with distinction) and business economics

Other professional training

I have continued my life-long education and beyond being an avid reader, I have obtained further certifications in areas that interest me:

- Online education
 - Blended and Online Learning Design (Stanford)
 - Creating effective online and blended courses (Stanford)
 - Agile instructional design (LinkedIn)
 - Core strategies of teaching in Higher Ed (LinkedIn)
 - Gamification of learning (LinkedIn)
 - Learning how to increase learner engagement (LinkedIn)
 - Learning Management Systems (LinkedIn)
 - Learning to teach online (LinkedIn)
 - Teaching techniques: blended learning (LinkedIn)
 - Teaching techniques: writing effective learning objectives (LinkedIn)
- The Digital Garage (Digital Marketing) - Google
- Coding: HTML, CSS, PHP, Java script – Codecademy
- Model thinking: - University of Michigan
- Design thinking: prototyping - LinkedIn

University related programs

I have lectured executive education at IE Business School since 2009 to present. The courses I have offered (on multiple occasions) are:

Accelerate: building business from science and technology

- I teach the strategy module and have won three awards of excellence. The programme lasts over 6 months and is a blended course with both online and offline lectures. I use a number of teaching techniques, but one of the most rewarding (for students and myself) is using the Harvard Back Bay battery simulation.

Decision making under uncertain times

- I use my consulting skills in decision making to offer the science, process and behavioural economics issues of decision making. I introduce a model (developed by my company, Genesis) that guides students through a scientific decision-making process including aspects such as reframing, scenario development, option analysis and selection, recommending the solution and implementation.

Cross border mergers and acquisitions

- I offered the strategy and post-merger integration sections of the program; and the content leaned heavily on my practical experience in strategy consulting as well as incorporating some of the decision-making work too

Owners Scale up Program

- I offered the strategy and competitive advantage sector for the program (once off in replacement of an absent professor)

Women on boards: Nigeria

- I offered the thinking strategically and decision making models. Within this program, I ran the Harvard marketing simulation (using conjoint analysis to make business decisions).

MBA versus entrepreneur

- A presentation I have made on numerous occasions on behalf of IE Business School around the world. It is based on the work of Saras Sarasvathy and is used with both corporate-minded and entrepreneurial-minded students

The Startup Game – an entrepreneurial simulation

- I co-facilitated this simulation with the IMBA Entrepreneur professor for the international MBA class

Other programs I have developed and run:

Mashauri- UWC Winter Accelerator 2017 (undergraduates)

- A combined education-accelerator program run for undergraduate students at the University of the Western Cape. This is a 90% online program including peer-to-peer learning, webinars, projects and quizzes run over 7 weeks where students develop an idea and test it in the market.

Mashauri- UWC Spring Accelerator 2017 (post-graduates)

- Similar to the above, although this program was aimed at post-graduates and they were encouraged to use their own university-based research to develop product ideas and develop them into a business.

Mashauri Advanced Excellence Program for University of the Western Cape

- In the process of design and involves delivering a 3 day boot-camp supported by an online platform. Students will develop a venture, based on a community-based problem and then pitch back to investors and community problem-owners.

Mashauri – various programs

- I have designed and developed a range of programs aimed at supporting entrepreneurs in developing and growing their venture ideas. Some aimed at universities and others at individuals. These include ideation programs, online workshops, 60 minute MVP online program, Launch program, Traction program, Scale program and Startup Finance program

Finance for non-financial executives

- A week long face-to-face program offered to executives of Biogen Idec in Denmark to teach them the basics of corporate finance.

Technical skill sets

- Digital learning
- Programme design
- Learning gamification
- Project management
- Workshop facilitation
- Team leadership
- Strategy development
- Digital marketing
- Visual reasoning
- Systems mapping
- Basic coding
- Website development
- Financial modelling
- Relationship management

Languages

- English
- Spanish
- Afrikaans (rusty)

Selected articles written:

- The entrepreneurial university
- MBA versus entrepreneur
- Weapons of mass disruption (1 & 2)
- The no BS guide to starting a business
- How to fix the UK's broken homecare system
- Leadership and strategic decision-making in the global economic crisis.
- The 7 habits of highly effective decision makers
- Using visualisation to combat complexity
- Strategic decisions in the face of great uncertainty
- Dangerous liaisons – the decision to hire (and fire) management consultants