Simon Knox is an Emeritus Professor of Marketing at the Cranfield School of Management in the UK and has been a consultant to a large number of multinational companies in both consumer and business markets over the years.  Upon graduating, he followed a career marketing international brands with Unilever Plc before joining Cranfield.  As a Professor of Brand Marketing in the School, Simon taught on Cranfield’s prestigious MBA Programme (both Full-Time and Executive) for over 20 years and has published more than 150 papers and books on strategic marketing and branding.  Simon is also a regular speaker at international conferences and is currently leading research looking at best practices in Strategic Marketing and the impact of sustainability on the corporate brand.

He is also a Cranfield-authorised coach and now devotes much of his time working with senior management and the c-suite helping them to act and think differently.

His books include Competing on Value, FT Pitman (UK, Germany, the USA and China), Creating a Company for Customers, FT Prentice-Hall (UK, Brazil and India) and Customer Relationship Management, Butterworth-Heinemann, and he has published in the Journal of Business Research, Long Range Planning and MIT Sloan Management Review ([www.sloanreview.mit.edu/x/52414](http://www.sloanreview.mit.edu/x/52414)).