



The Future of Marketing and Sales Practices Conference

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Professor Simon Knox. BSc, PhD
Emeritus Professor

Simon is an Emeritus professor of Marketing at the Cranfield School of Management and an Honorary professor at the UNSW Business School in Sydney. During his academic career as a professor of Brand Marketing at Cranfield, he published over 150 journal and conference papers on brand management issues and taught on dozens of company programmes. He also taught strategic marketing on both Cranfield MBA programmes for over 20 years and brand management on the MSc Strategic Marketing since its launch. Prior to joining Cranfield, Simon was a Unilever marketing trainee and brand manager working first on detergent brands in Lever Bros followed by a spell in beverages and soup brands with Batchelor Foods.

Simon stepped down from his full time professorial role at the School 6 years ago and now devotes more time to coaching former MBAs and other senior managers around the world as a Cranfield business coach.

He is also passionate about yoga and is an advanced practitioner of astanga yoga. He co-founded Clarity Yoga Shala (www.clarity.yoga) with his wife Melanie 2 years ago and leads sessions on work-life balance.