

## News from Hermann Simon

### Hermann Simon ranked 25<sup>th</sup> on the global 2017 Thinkers50 list

Hermann Simon, founder and honorary chairman of the international strategy and marketing consultancy Simon-Kucher & Partners, ranks 25<sup>th</sup> in the latest Thinkers50 ranking, the definitive list of the world's most influential management thinkers.

"I am surprised and humbled by this honor," said Simon, who has just returned to Germany from a two-week speaking tour of China. Simon is the only German on the list this year. According to an ongoing survey, Simon is the most influential living management thinker in the German-speaking world <http://managementdenker.de>.

Simon's greatest enduring legacy is the firm that bears his name, Simon-Kucher & Partners. Since founding the company in 1985, it has established itself as the world market leader in price consulting, with 1,100 associates in 34 offices in 23 countries. Prior to committing himself full-time to management consulting, Simon was a professor of business administration and marketing at the Universities of Mainz (1989-1995) and Bielefeld (1979-1989). He has also served as a visiting professor at several of the world's top business schools.

You can find the full 2017 ranking at: <http://thinkers50.com/t50-ranking/>

### China: Hermann Simon Business School

A newly founded business school in China has been named after Professor Hermann Simon. The "Hermann Simon Business School" in Weifang-Shouguang has "Hidden Champions", a concept introduced by Simon, as its main area of focus. Hidden Champions are little-known medium-sized world market leaders. While Germany has more of these companies than any other country, the concept is currently receiving the most interest in China, where Simon's Hidden Champions books have become bestsellers.

Shouguang has a population of 1.1 million inhabitants and forms part of the prefecture-level city Weifang, which has nine million inhabitants in total. The majority of companies here are medium-sized, with many firms from the chemical industry, including some Hidden Champions, such as Moris Technologies, the world market leader in several flame retardant chemicals. According to Simon, many Chinese medium-sized companies are in the process of globalizing and have high ambitions – many of them strive for global market leadership in their fields. These firms look to the German Hidden Champions as their role models.

### Berlin: Inauguration of first Hidden Champions Institute at ESMT

On November 22, 2017, the first "Hidden Champions Institute (HCI) was inaugurated at the European School of Management and Technology (ESMT) in Berlin. The HCI is dedicated to the systematic research of the Hidden Champion concept. Hermann Simon proposed the name of the new institute and will be a member of the Advisory Board.