

Simcha Jong

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EMPLOYMENT

UNIVERSITY COLLEGE LONDON, UK 2006-present
University Lecturer (Assistant Professor), Department of Management Science and Innovation
- Faculty Chair UCL Health Care Management Initiative (2014-present)

EDUCATION

EUROPEAN UNIVERSITY INSTITUTE, Florence, Italy 2002-2007
PhD in Social and Political Sciences

UNIVERSITY OF CALIFORNIA AT BERKELEY 2004
Visiting scholar, Department of Sociology

UNIVERSITY OF CAMBRIDGE, UK 2001-2002
MPhil in Management Studies (distinction level)

UNIVERSITY COLLEGE, UNIVERSITY OF UTRECHT 1998-2001
BA in Social Sciences (cum laude)

UNIVERSITY OF CALIFORNIA AT BERKELEY 1999-2000
Exchange student Haas School of Business.

UNIVERSITY OF AMSTERDAM 1997-1998
'Propaedeusis' degrees in Economics and Law

SELECTED PUBLICATIONS

Wong, SCK, LS Sasportas, K Richardson, BR Gordon, MKP Jayatunga, ASSX Pfister, EG Stanzl, C Chui, M Mathur, SK Thomsen, C Shetty, L Pliuskys, A Mehra, H Bahar, J Godec, **S Jong**, DA Perez, 2015. Keys to the kingdom. *Nature Biotechnology* 33(3), 232-6.

S Jong, K. Slavova, 2014. When publications lead to products; The open science conundrum in new product development. *Research Policy* 43(4), 645-54.

S Jong, 2011. Commercializing a disruptive technology. *Nature Biotechnology* 29(6), 685-8.

S Jong, 2009. When times get tough. *Nature Biotechnology* 27(3), 226-8.

S Jong, 2009. The development of Munich and Cambridge biotech firms: a case study of institutional adaptation, in C. Crouch and H. Voelzkow (eds.), *Innovation in Local Economies: Germany in Comparative Context*, Oxford University Press.

S Jong, 2008. Academic organizations and new industrial fields; Berkeley and Stanford after the rise of biotechnology. *Research Policy* 37(8), 1267-82.

S Jong, 2006. How organizational structures in science shape spin-off firms; the biochemistry departments of Berkeley, Stanford and UCSF and the birth of the biotech industry. *Industrial and Corporate Change* 15(2), 251-83.

RESEARCH GRANTS

Personalized medicine

As principal investigator:

Stratified Medicine Business Platform (November 2011 - October 2013), £254,665 [≈US\$ 385,000] awarded through UK Technology Strategy Board Stratified Medicines Programme: Developing Business Models and Value Systems.

Novel molecular diagnostics technologies open up opportunities for the implementation of new patient stratification strategies within healthcare systems. This project is an interdisciplinary collaboration with Janssen Pharmaceuticals, UCLH, UCL Pathology, UCL Partners, and the Royal Free Hospital to assess the value of such strategies. Using the implementation of a novel rapid turnaround diagnostics service for Hepatitis C patients in the NHS as a case study, Simcha's group developed organisational frameworks, as well as a valuation and scenario analysis tools for the implementation of new patient stratification strategies in infectious disease management in the UK.

As co-investigator:

Analyses of the Impact of the ELF test in Management of Chronic Liver Disease (January 2015-June 2015), awarded subject to contract by Siemens Healthcare Diagnostics for interdisciplinary pilot study with UCL Division of Medicine to assess value of new diagnostics strategies that involve primary care providers in management of chronic liver disease in UK National Health System.

Project funded by National Institutes of Health Research grant of £333,704.60 [≈US\$ 505,000] on new service models relying on the use of MRI-targeted biopsies to improve patient stratification in prostate cancer care in NHS (October 2014-September 2017). Project is interdisciplinary and led from UCL Division of Surgery. My formal role as collaborator in project is minor; It will be to oversee managerial aspects of the service design and evaluation process.

Regenerative medicine

As co-investigator:

British Regen Industry Tool Set (BRITS), (June 2010 - June 2014), £1,199,575 [≈US\$ 1.8 Million] grant awarded through Technology Strategy Board Regenerative Medicine Program: Value Systems and Business Models. £345,747 of grant was awarded for research conducted in my group.

Simcha's group contributed to the project by developing in collaboration with project partners (LONZA, LGC, UCL Biochemical Engineering, NHS Technology Adoption Centre, and Lawford Davies Danoon) new support tools for entrepreneurs, managers, investors, funding bodies, and technology licensing officers, which have enabled more effective decision making and commercialisation in the cell therapy field.

Life sciences R&D

As principal investigator:

New Modes of Innovation: Towards a Science-Based R&D Paradigm (December 2009-December 2011), £288,371 [≈US\$ 440,000] substantive Innovation Research Initiative grant, ESRC ref. RES-598-25-0032.

Firms in knowledge-intensive sectors increasingly participate in open science, for example by disclosing proprietary R&D in publications, and some firms have developed into core hubs for scientific knowledge exchange. This project examined interdependencies between firms' participation in open science and the advancement of proprietary R&D programs. The project also developed theory about business models for technology ventures, organised around different types of science-based innovations, and how science policies affect R&D programs of such ventures.

Dissemination events brought together leaders from biopharma organisations such as Pfizer, GlaxoSmithKline, the VC SR One, the UK Department of Health, MRC Technology, ReNeuron, Vernalis, and Astex Pharmaceuticals.

RESEARCH GROUP

PhD students:

Daniele Rotolo (secondary supervisor 2009-2011: Currently Research Fellow at SPRU/Georgia Tech), Sebastiano Massaro (primary PhD supervisor 2009-2013: Currently Assistant Professor at Warwick Business School), Tao Wang (primary supervisor 2011-present), Prateek Raj (primary supervisor 2012-present).

Postdoctoral Fellows:

Kremena Slavova (2009-2012: Currently Assistant Professor, Middlesex University Business School), Enrico Forti (2009-2013: Currently Teaching Fellow, UCL), Hsini Huang (2012-2014; Currently Assistant Professor, National Taiwan University), Anna Gola (2012-2013: Currently Senior Research Associate, UCL), Mecit Can Emre Simsekler (2014-16).

WORKING PAPERS

R. Atun, **S. Jong**. Weak maternal health R&D pipelines persist; A call for greater industry involvement.

- E. Forti, **S. Jong**. When ambidexterity backfires: Strategic discipline in new technology ventures. Academy of Management Best Paper Proceedings, doi: 10.5465/AMBPP.2014.143.
- Huang, H., **S. Jong**. Public research, technological innovation, and firm competitiveness; Mapping interdependencies in the cell therapy field, OECD.
- S. Massaro and **S. Jong**. To think or feel? Trust within hierarchy and knowledge-intensive work. Academy of Management Best Paper Proceedings, doi: 10.5465/AMBPP.2011.65869784.
- Winner Academy of Management OB Division Most Innovative Student Paper Award
- S. Jong**, Cosmopolitan experts and local tensions; The institutionalisation of molecular biology,
- D. Rotolo, **S. Jong**, V. Albino. Transferring social capital across knowledge domains: The case of nanoscience and nanotechnology. Academy of Management Proceedings, doi: 10.5465/AMBPP.2013.12859abstract.

TEACHING

- Postgraduate: Strategic Management for the Life Sciences, offered as an elective module for London Business School MBA students and UCL MSc in Technology Entrepreneurship students; Strategy for high-tech ventures, offered as a compulsory module for UCL MSc in Technology Entrepreneurship students; Supervised dissertation projects for UCL MSc in Management, MSc in Technology Entrepreneurship.
- Undergraduate: New Ventures Business, UCL BSc in Information Management for Business; Research methods and dissertation module, UCL BSc in Information Management for Business.
- Other: Designed new MSc in Healthcare Management program (will run from October 2016 subject to approval), and an integrated BSc in Management for UCL's MBBS students (will run from October 2015). External examiner at Imperial College London Business School for MSc in Innovation, Entrepreneurship & Management, MSc in Management, and MSc in International Health Management.

PRESENTATIONS

- Annual conferences at which I presented papers over recent years: AOM, DRUID, EGOS, 4s, and ASA.
- I presented work during research seminars or workshops over recent years, including as a keynote speaker at the Wharton School of the University of Pennsylvania, Collegio Carlo Alberto (Turin), the OECD, Instituto de Políticas y Bienes Públicos (Madrid), SPRU at the University of Sussex (Brighton), the Catholic University of Leuven, the National Endowment for Science, Technology, and the Arts (London), Imperial College London, The School of Advanced Studies of the University of Camerino, École Normale Supérieure (Paris), Bocconi University (Milan), Health Cluster Portugal (Lisbon), Swiss Federal Institute of Technology Lausanne, Università degli Studi di San Marino, Georgia Institute of Technology (Atlanta), University of Chicago, University of Osnabrück, UC San Diego.

AWARDS

- 1ST prize Georgia Tech PRIME Early Career Competition, Academy of Management OB Division most innovative student paper award, DIME WP European Framework Grant for qualitative research on university entrepreneurship, Honorary Cambridge European Trust Scholar, Dutch Talent Program and VSB Foundation fellowships for MPhil studies at Cambridge, ESRC and Cambridge European Trust studentships for PhD studies at Judge Business School, University Cambridge (not taken up), Nuffic Foundation Scholarship for PhD studies at European University Institute.

PROFESSIONAL ASSOCIATIONS

- Academy of Management, American Sociological Association, Society for Social Studies of Science (4s), SASE.

LANGUAGES

- Fluent in Dutch (mother tongue), English, and Italian. French and German at intermediate level.