

# Simcha Jong

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## ACADEMIC APPOINTMENTS

- LEIDEN UNIVERSITY, The Netherlands** **2016-present**  
Professor and Director, Science Based Business
- UNIVERSITY COLLEGE LONDON, United Kingdom** **2006-present**  
- Visiting Professor, UCL School of Management (2017-present)  
- Faculty Chair, UCL Health Care Management Initiative (2014-2016)  
- University Lecturer in Management Science and Innovation (2006-16)
- HARVARD UNIVERSITY, Cambridge, MA** **2015-2016**  
- Visiting Assistant Professor in Global Health and Population, TH Chan School of Public Health  
- Member of Global Health Systems Cluster
- UNIVERSITY OF CALIFORNIA AT BERKELEY, Berkeley, CA** **2004**  
Visiting scholar, Department of Sociology

## EDUCATION

- EUROPEAN UNIVERSITY INSTITUTE, Florence, Italy** **2002-2007**  
PhD in Social and Political Sciences  
Dissertation title: Scientific Communities and the Birth of New Industries.
- UNIVERSITY OF CALIFORNIA AT BERKELEY, Berkeley, CA** **1999-2000**  
Exchange student Haas School of Business (1999-2000)
- 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 AMSTERDAM** **1997-1998**  
'Propaedeusis' degrees in Economics and Law

## SELECTED PUBLICATIONS

- Atun, R [et al, including **Jong, S**], Diabetes in sub-Saharan Africa: from clinical care to health policy, 2017. *The Lancet Diabetes & Endocrinology* 5(8), 622-67
- Lin, R-T, C-K Lin, DC Christiani, I Kawachi, Y Cheng, S Verguet, **S Jong**, 2017. The impact of the introduction of new recognition criteria for overwork-related cardiovascular and cerebrovascular diseases: a cross-country comparison, *Nature Scientific Reports* 7, 167.
- Hassan S., H Huang, K Warren, B Mahdavi, D Smith, **S Jong**, SS Farid, 2016. Process change evaluation framework for allogeneic cell therapies: impact on drug development and commercialization. *Regenerative Medicine* 11(3): 287-305.
- Wong, SCK, LS Sasportas, K Richardson, BR Gordon, MKP Jayatunga, ASSX Pfister, EG Stanzl, C Chui, M Mathur, SK Thomsen, C Shetty, L Pliusky, 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.
- Huang, H., **S. Jong**. Public research, technological innovation, and firm competitiveness; Mapping interdependencies in the cell therapy field, Organisation for Economic Cooperation and Development (OECD), 2014.
- E. Forti, **S. Jong**, 2014. When ambidexterity backfires: Strategic discipline in new technology ventures. *Academy of Management Best Paper Proceedings*, doi: 10.5465/AMBPP.2014.143.

- D. Rotolo, **S. Jong**, V. Albino, 2013. Transferring social capital across knowledge domains: The case of nanoscience and nanotechnology. *Academy of Management Proceedings*, doi: 10.5465/AMBPP.2013.12859.
- S. Jong, 2012. Academia's place in European capitalist systems, in L. Burroni, M. Keune, and G. Meardi (eds.) *Economy And Society In Europe: A Relationship in Crisis*, Edward Elgar Publishing, Northampton, MA.
- S Jong**, 2011. Commercializing a disruptive technology. *Nature Biotechnology* 29(6), 685-8.
- S. Massaro and **S. Jong**, 2011. 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**, 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).

## RESEARCH GRANTS

### *Precision medicine*

Redesigning health systems for precision medicine (2017), US\$ 18,000, Radcliffe Institute for Advanced Study, Harvard University.

Seed funding to organise with Rifat Atun an exploratory workshop that will bring together faculty from the Harvard Schools of Public Health, Medicine, Law, and Business, as well as international stakeholders from the realms of business, policy, and science, to address one of the major challenges health systems will be confronting over the coming decades –the incorporation of precision medicine in health systems.

Stratified Medicine Business Platform (November 2011 - October 2013), £254,665 [≈ €353,638] 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. 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 tool for the implementation of new patient stratification strategies in infectious disease management.

Link to valuing stratification strategies tool: <http://blogs.ucl.ac.uk/jump/>

Analyses of the Impact of the ELF test in Management of Chronic Liver Disease (January 2015-June 2015), £20,000 [≈ €27,772] awarded by Siemens Healthcare Diagnostics for interdisciplinary pilot study with UCL Division of Medicine to assess value of new diagnostics strategies involving primary care providers in management of chronic liver disease in UK National Health System. £10,000 of grant was for my part of project.

Project funded by National Institutes of Health Research grant of £333,704.60 [≈ €463,395] 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, led from UCL Division of Surgery. My role as collaborator in project is minor, namely to oversee managerial aspects of the service design and evaluation.

### *Regenerative medicine*

British Regen Industry Tool Set (BRITS), (June 2010 - June 2014), £1,199,575 [≈ € 1,66 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.

Link to BRITS business planning and valuation tool: <https://blogs.ucl.ac.uk/brits/>

New Modes of Innovation: Towards a Science-Based R&D Paradigm (December 2009-December 2011), £288,371 [≈ € 400,444] 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 (sec. supervisor 2009-2011; Currently Assistant Professor at SPRU), Sebastiano Massaro (prim. PhD supervisor 2009-2013: Currently Assistant Professor at Warwick Business School), Prateek Raj (prim. supervisor 2012-present; Currently Research Associate at the Stigler Center for the Study of the Economy and the State at University of Chicago Booth School of Business), Tao Wang (prim. Supervisor 2011-present).

Postdoctoral Fellows:

Kremena Slavova (2009-12: Currently Associate Professor, Middlesex University Business School), Enrico Forti (2009-13: Currently Chazen Associate Research Scholar at Columbia Business School), Hsini Huang (2012-14; Currently Assistant Professor, National Taiwan University), Anna Gola (2012-13: Currently Senior Research Associate, UCL), M.C. Emre Simsekler (2014-2015; Currently Assistant Professor at Khalifa University, Abu Dhabi).

## TEACHING

Postgraduate: 'Management Fundamentals', 'Strategy', 'Innovation Management', offered as MSc modules at the University of Leiden; 'Strategic Management for the Life Sciences', offered to London Business School MBA and UCL MSc students; 'Strategy for high-tech ventures,' offered to UCL MSc students; Supervised dissertation projects for UCL MSc in Management, MSc in Technology Entrepreneurship.

Undergraduate: 'Management Fundamentals', offered as a BSc module at the University of Leiden; 'New Ventures Business,' and 'Research methods and dissertation,' offered as BSc modules at UCL.

Other: Course Director Science Based Business, University of Leiden; Designed new healthcare management degrees offered at UCL. External examiner 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, 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, Harvard University, University of Osnabrück, UC San Diego.

## AWARDS

1<sup>ST</sup> prize Georgia Tech PRIME Early Career Competition, AOM 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, VSB Foundation fellowship, ESRC and Cambridge European Trust studentships for PhD at Cambridge University (not taken up), Nuffic Foundation Scholarship for PhD studies at EUI.

## LANGUAGES

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