



## **Fredrick Simon**

Fredrick Simon is an independent consultant, a founding member and Co-chair of the governing council of the Society for Organizational Learning (formerly the MIT Organizational Learning Center), and an adjunct faculty member of the University of Michigan. He draws on his extensive line leadership and program management experience, his collaborative work with Dr. Peter Senge and the late W. Edwards Deming, and his work in organizational learning to develop more effective leadership, organizational alignment, empowerment and interdependent operation. As a senior line manager, Mr. Simon is familiar with organizational problems and implementation issues from the perspective of leaders with bottom line responsibility. He brings his line experience as well as new tools for action to each client in tailoring programs for large scale change and leadership development.

Mr. Simon has thirty years of automotive experience with Ford Motor Company. He joined the company as a financial analyst, later moving to several positions in North American and International Product Planning. In 1986 he was appointed a Program Manager and has developed a variety of new cars ranging from \$1 billion to \$5 billion in investment.

Mr. Simon pioneered new approaches to creating leadership at all levels, based on the principles and practices of Organizational Learning, when he was Program Manager for the 1995 Lincoln Continental. The Continental set new records for each major milestone during its development (the book *Car Launch* by George Roth and Art Kleiner, Oxford Press, was written about this effort). Since leaving Ford, Mr. Simon and his associates have continued this work, enhancing the techniques and achieving bottom line results.

Mr. Simon has been featured in *The Fifth Discipline Fieldbook* and in *Fortune*, *Automobile*, and HR magazines. As a speaker, he has appeared on PBS television, National Public Radio, and has addressed various academic and industry groups. He has partnered with Dr. Peter Senge in a seminar series in the U.S., Canada and Europe.

A partial list of Mr. Simon's clients includes AT&T, Cigna Insurance, Ford Motor Company, The Global Health Council, the Government of Barrenquilla, Colombia, The Government of Singapore, Harley Davidson Motor Company, NASA, the National Security Agency, the U.S. Environmental Protection Agency, the Petroleum Authority of Thailand, and United Technologies.