

Bright B. Simons has close to a decade experience in new and innovative media, having begun his involvement in social entrepreneurship with a central part in a radio and television-driven youth security program affiliated with Fontomfrom TV in Ghana till late 2000. His longstanding participation in leading-edge media projects has been rewarded with recognition from the Commonwealth Vision Award program and with a Wesleyan University Summer Fellowship. As a Social Innovator, his recent work in cellular supply chain management and prior association with video activism demonstrates a wide-ranging appreciation of how the interfaces between technology and political economy are changing, and radically transforming business and society at all levels.

Underpinning this readiness to embrace new professional roles is a varied intellectual background spanning gamma ray astronomy at Durham University to Marie Curie Scholarships in migration research by way of the Berlin Institute of Comparative Social Research.

In his capacity as Chief Strategist of the Mpedigree public-private partnership platform in Ghana he specialises in stakeholder mapping, analysis, and network management towards the goal of implementing technology-enabled interventions that impact health, development and human security in developing countries, especially those of West Africa; and co-leads a team working to secure Ghana's health supply chain from the infiltration of counterfeit pharmaceuticals.

As Director of Development at IMANI, the Templeton Award-winning policy research organization in Accra, he makes frequent appearances in Ghanaian, and international, media to advocate for policy change that will promote the growth of free market institutions. These engagements have included features on Ghana Television (GTV), the BBC, TV Africa, and assorted radio networks.

Bright is a recipient of social entrepreneurship awards from OIKOS International, the Claudio Chiuchiarelli Foundation and Hong Kong University of Science and Technology.