

## **Stuart W. James**

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Stu is President and founder of Interpretive Simulations, one of the leading publishers and developers of business simulations worldwide. Interpretive's simulations are an integral part of the curriculum at many of the world's top business schools in the areas of marketing, strategy, management, and international business. To date, over 100,000 people have experienced one of Interpretive's simulations, and many rave about how the simulation was one of the best learning tools they have ever used.

On the academic front, Stu is currently Visiting Lecturer at the University of Michigan (EMBA and EP programs), the Colgate-Darden Graduate School of Business at the University of Virginia (MBA Core Marketing and Custom Executive Programs), and the Cheung Kong Graduate School of Business (CKGSB) in Shanghai, China (MBA). In addition, Stu has served at the Allen Center for Executive Education at the Kellogg School of Business, and the China Europe International Business School (CEIBS).

Along with his academic work at the above business schools, Stu has also worked with American Honda, CIGNA, The Davidson Institute, General Electric, Genworth Financial, Harvard Business School, Pearson Prentice Hall, and McKinsey & Company. He is co-author of a number of leading simulation products including *StratSimManagement*, *StratSimMarketing*, *StratSimChina*, *CountryManager*, *PharmaSim*, *HRSim*, *MarketShare*, *BizCafe*, and *ServiceSim*, all used at leading universities worldwide. Stu has extensive experience in facilitating simulation events, having directly worked with thousands of executive and MBA participants over the past 20 years.

Stu and his family reside in Afton, Virginia at the foot of the Blue Ridge Mountains. In his spare time, Stu enjoys playing Irish and old-time traditional music and participating in triathlons.