

Fiona Wilson, Ph.D.

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Dr. Fiona Wilson has extensive experience in for-profit, not-for-profit and academic environments around the world. She joined the faculty of Simmons College School of Management in January of 2002. She currently devotes her time to teaching in the MBA program, and to major research, including the national study “Teen Girls on Business: Are They Being Empowered?” and other studies looking at the career interests and values of young women of diverse backgrounds. Passionate about the economic empowerment of girls and women, Fiona has been a frequent speaker on this topic around the country in the last few years.

She is a native of the United Kingdom who moved to the US in 1993. During the past decade her experience has included serving as VP of Marketing for CMGI (the Internet Investment & Development company) where she and her team were responsible for corporate marketing and marketing coordination and consulting for CMGI’s 70+ Internet/Technology subsidiaries and investments. Fiona has also consulted to venture funded, technology companies, and served as Vice Consul Commercial at the British Consulate General in Boston, promoting technology trade between Britain and the United States. In addition, she has undertaken extensive work, both as an active volunteer and board member with not-for-profit organizations.

Prior to moving to the United States, Fiona worked for Ogilvy & Mather Advertising in senior Media Research, Media Planning and International Account Management roles, serving in London, England and Barcelona, Spain. As a Media Planner and Account Manager she was responsible for media strategy, deployment and coordination for international advertisers such as Ford Motor Company, American Express, Guinness Brewing, Reebok, Michelin, Levi Strauss and Mattel.

Fiona graduated with highest honors from the Simmons School of Management MBA program in 1997 and attained her doctorate in strategy and policy at the Boston University School of Management in 2009. She is married and is the mother of a 4-year old daughter.