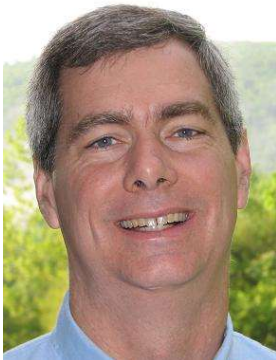


Stu James

Co-Founder, President, and Author, MBTN
Founder and Author, Interpretive Simulations

Stu's current focus is managing **Management by the Numbers, Inc. (MBTN)**, a venture he co-founded with Paul Farris of the Darden School of Business. MBTN provides a self-paced, on-line environment where students and executives can master the numbers side of marketing and business metrics. MBTN offers over 50 modules in the areas of marketing, finance, accounting, HR, entrepreneurship, operations, and statistics. MBTN also now offers certification in several areas. More information about MBTN may be found at mbtn.academy.



Stu is also the 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 900,000 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. More information may be found at interpretive.com.

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

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, Navy Federal Credit Union, Pearson Prentice Hall, and McKinsey & Company. He is co-author of several leading simulation products including *StratSimMarketing*, *StratSimManagement*, *StratSimChina*, *CountryManager*, *PharmaSim*, *MarketShare*, and *BizCafe*. Stu has also authored 15 MBTN modules primarily in the areas of marketing and finance. His simulations and modules are 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 30 years.

