

Mr Fulgoni is the former Executive Chairman and Co-founder of comScore Inc. (NASDAQ:SCOR), the global leader in measuring the digital world. He holds a MA in Marketing from Lancaster University, and as his alma mater, Mr Fulgoni, generously supports high performing students, via Scholarships.

This scholarship award is in memory of Paul Simons who sadly passed away in 2020. Paul completed an MA (Marketing) at Lancaster University Management School and was an active alumnus. Paul began his career at Cadbury, then United Biscuits, moving on to be one of the leading figures in the wave of advertising agencies that revolutionised the UK industry and also had a considerable impact on the world stage from the 1980s. He was the driving force behind the launch of Simons Palmer Clemmow Denton & Johnson, making impact for

In your statement, you should explain your motivation for applying for the scholarship, and also mention the personal qualities that you think make you an outstanding applicant for the scholarship (in approximately 300 words).

