

MARK SIMONSON

Arizona State University
W. P. Carey School of Business

480/296-3676
mark.simonson@asu.edu

ACADEMIC EMPLOYMENT

Arizona State University – Tempe, Arizona

Clinical Professor, 2016-present
Clinical Associate Professor, 2009-2016
Clinical Assistant Professor, 2003-2009
Visiting Assistant Professor, 1998-2003

Thunderbird School of Global Management – Glendale, Arizona

Visiting Assistant Professor, Summers 2008-2014

University of Texas – Austin, Texas

Visiting Assistant Professor, 1997-1998

EDUCATION

University of Oregon – Eugene, OR

Ph.D. in Finance, 1997
Dissertation: "The Performance of Junk Bond Issuers"
Minor area of study: Econometrics
Advisors: Wayne Mikkelson (chair), John Chalmers, and Diane Del Guercio

TEACHING EXPERIENCE

Arizona State University, W. P. Carey School of Business – Tempe, Arizona

Courses taught

- *Managerial Finance* (FIN 502) in the full-time and/or evening MBA program, 1998-2016
- *Mergers & Acquisitions* (FIN 591) in the full-time and/or evening MBA program, 2002-2014
- *Mergers & Acquisitions* (FIN 591) in the executive MBA program in Mexico City, 2006-2009
- *Valuation Techniques* (FIN 520) in the full-time MBA program, 2016-2018
- *Financial Cases and Modeling* (FIN 461) in the undergraduate program
- *Finance Honors Seminar* (FIN 481) in the undergraduate program
- *Advanced Managerial Finance* (FIN 361) in undergraduate program
- *Managerial Finance* (FIN 302) in undergraduate program

Other roles

- Faculty Director of Intel Collaborative Thesis program working directly with Intel Corporation finance managers including division controllers, 2003-present
- Faculty Director of IBS 594: *Doing Business in China* in Shanghai and Beijing, 2005
- Carey Academy Faculty Mentor, 2008-present
- Honors Faculty Advisor, 2008-present
- Honors Thesis Director for over 150 students

Thunderbird School of Global Management – Glendale, Arizona

- *Global Financial Management* in the full-time MBA program, summers 2008-2014
- *Mergers & Acquisitions* in the full-time MBA program, summers 2008-2014

University of Texas – Austin, Texas

- *Corporate Finance* 1997-1998

University of Oregon – Eugene, Oregon

- As a *Graduate Teaching Fellow*, taught courses in Investments, Corporate Finance, and Microeconomics

COMMITTEES (ASU)

Scholarships and Awards Committee Chair, Finance Department, 2003-2006, 2009-present
Scholarships and Awards Committee, Finance Department, 2003-present
Scholarships and Awards Committee Chair, W. P. Carey School, 2010-2012
Scholarships and Awards Committee, W. P. Carey School, 2003-2006, 2009-2012
Undergraduate Committee, Finance Department, 2003-2012
MBA Committee, Finance Department, 1999-2016

TEXTBOOK PUBLICATIONS

Study Guide for Corporate Finance by Jonathan Berk and Peter DeMarzo, 3rd ed., 2013, Prentice Hall
Study Guide for Corporate Finance by Jonathan Berk and Peter DeMarzo, 2nd ed., 2010, Prentice Hall
Study Guide for Corporate Finance by Jonathan Berk and Peter DeMarzo, 1st ed., 2007, Prentice Hall
Solutions Manual (Editor) for Corporate Finance by Jonathon Berk and Peter DeMarzo, 2007, Prentice Hall

CASE STUDY PUBLICATIONS

Square, Inc.: Financing a Unicorn, 2017, Ivey Business School Publishing, London, Canada, Item 9B17N021
Square, Inc.: Financing a Unicorn Teaching Note, 2017, Ivey Business School Publishing, London, Canada, Item 8B17N021
A "Compelling and Preemptive" Offer for Valspar, 2016, Ivey Business School Publishing, London, Canada, Item 9B16N063
A "Compelling and Preemptive" Offer for Valspar Teaching Note, 2016, Ivey Business School Publishing, London, Canada, Item 8B16N063

HONORS THESES SERVING AS DIRECTOR

Patel Aashey (2017) A Post Financial Crisis Analysis of the Investment Banking Industry
Kyle Abraham (2010) Chemical Delivery and Maintenance
Taniel Agnerian (2011) MRO Inventory Management
Stephen Arias (2018) Networking Pricing Analysis
Arjun Bhat (2018) Capital Efficiency Metrics
Badr Al-Assaf (2009) Valuing Risky Fixed & Floating Rate Debt
Hashim Al-Assi (2015) Prioritizing Projects on Time and Cost Savings for More Efficient Manufacturing
Mustafa Alam (2017) Ultrasound Based Predictive Maintenance
Philip Allan (2011) Strategic Analysis and Valuation of Multi-Layer Ceramic Capacitor Manufacturers
Kyle Wayne Ashland (2010) Impact of the Economic Crisis on the Banking Industry in Western South Dakota
Gemini Aswani (2005) Semiconductor Equipment Manufacturer Industry Analysis
Ryan Attianese (2011) Roadmap Vector Strategy
JiaQi Bao (2008) Digital Home Group Valuation
Haziq Basharat (2011) The Collapse of the Lehman Brothers
Tanner Bishop (2009) Trailing Edge Inventory Management: Product End-of-Life Decision Algorithm

Jonathon Blaha (2004) IT-Related Resources: Headcount to a Lower Cost Geography?
Jacqui Bogucki (2010) Embedded Group Medical Segment: Profit and Loss Evaluation
Thomas Boudreau (2016) Real Sense Product Opportunities
Rachel Bradley (2015) Internet of Things Collaborative Project
Daniel Broadbent (2004) Impact of Sarbanes-Oxley
Scott Butcher (2005) Semiconductor Equipment Manufacturer Industry Analysis
Jonathan Carpenter (2017) Bankruptcy Restructuring Analysis
Courtney Caples (2004) Returns Management Outsourcing
Corrine Carlton (2018) Monetization of Autonomous Vehicle Data
Denise Castaneda (2011) Strategic Analysis and Valuation of Multi-Layer Ceramic Capacitor Manufacturers
Maia J. Castiglione (2017) Wet Etch Tool Supplier Analysis
Andrew Chang (2013) Starbucks Corporation Acquisition of Teavana Holdings
Ellen Chang (2011) MRO Inventory Management
Robert Chiang (2015) Prioritizing Projects on Time and Cost Savings for More Efficient Manufacturing
Ryan Chou (2011) Roadmap Vector Strategy
Rachael Clark (2018) Monetization of Autonomous Vehicle Data
Alexander Dimitroff (2018) Networking Pricing Analysis
Jordan Cole (2009) Return to Shareholders Associated with Vertical Integration
Jon Colton (2011) Strategic Analysis and Valuation of Multi-Layer Ceramic Capacitor Manufacturers
Clancy Cuchiara (2008) Digital Home Group Valuation
Adam Crane (2008) Lease vs. Buy Analysis
Georgianna Condoulis (2011) MRO Inventory Management
David Crowe (2016) Internet of Things Opportunities
Matt Dahlstrom (2004) An Analysis of Japanese Keiretsu Suppliers
Eric Davidoff (2017) B2B IOT Opportunities
Mariam Dawoud (2017) B2B IOT Opportunities
Mariabelen Diaz (2009) A Financial Analysis of Non-Traditional Work Programs
Edward Donofrio (2009) Trailing Edge Inventory Management: Product End-of-Life Decision Algorithm
Emmanuel Dorado (2008) Inventory Benchmarking for Intel
Maria Duenas (2008) Inventory Benchmarking at Intel
Nicole Dunn (2016) Real Sense Product Opportunities
Alia Eccles (2008) Semiconductor Company Collaborative Thesis: Foreign Exchange Value at Risk
Brock Ethan (2018) Capital Efficiency Metrics
David Evans (2010) Profit & Loss Forecast for Division Y
Jenny Fan (2004) IT-Related Resources: Headcount to a Lower Cost Geography?
Elisa Fankhauser (2015) Internet of Things Collaborative Project
Whitney Farland (2008) Semiconductor Company Collaborative Thesis: Foreign Exchange Value at Risk
Jacob Patrick Flick (2017) Ultrasound Based Predictive Maintenance
Thomas A. Flores (2004) Corporate Spin-Offs: Current Trends, Theories, and Returns
Grace Gaetano (2008) Semiconductor Company Collaborative Thesis: Foreign Exchange Value at Risk
Roberto Galaviz (2017) Integrated Fan Out Packaging: Make vs. Buy Analysis
Maxime Gamperl (2018) Capital Efficiency Metrics
Mike Gari (2009) Return to Shareholders Associated with Vertical Integration
Gaetano Gerace (2008) Inventory Benchmarking at Intel

John Gevlin (2010) Valuation Model for Convertible Bonds
Alexandra Gonzalez (2016) Supplier Health Analysis
Gregory Goulder (2017) A Post Financial Crisis Analysis of the Investment Banking Industry
Alexander Green (2015) Foundry Opportunities
Aarti Gupta (2004) Impact of Sarbanes-Oxley
Janet Hamilton (2004) Returns Management Outsourcing
Keegan Hansen (2018) CISD Product Markets
Sebastian Hardy (2018) Networking Pricing Analysis
Heather Hendon (2004) Impact of Sarbanes-Oxley
Laura Holso (2011) Make vs. Buy for Product X Assembly and Test
James Howard (2018) CISD Product Markets
Syed Kazmi (2018) CISD Product Markets
Shaila Ittycheria (2004) Returns of Management Outsourcing
Trenton Jacobs (2010) Embedded Group Medical Segment: Profit and Loss Evaluation
Yichun (Celia) Jiang (2017) B2B IOT Opportunities
Bradley Johnson (2015) Pledge Funds: Decisions and Analysis in Various Stages of the Deal Process
Alex Jurgenson (2016) Data Center Group Competitive Analysis
Bengimen Kadi (2016) Internet of Things Manufacturing
Dylan King (2014) Average Handle Time: Call Center Budgeting Metrics at Vanguard
Adam King (2016) Leveraged Buyouts: Risk Considerations for Exceeding Leverage Limitations
Chris Kinzy (2016) Real Sense Product Opportunities
Matt Klein (2017) Apple's \$246 Billion War Chest
Sean Kolder (2016) Data Center Group Competitive Analysis
Alexandra Kourafas (2008) Lease vs. Buy Analysis
Chase Krause (2014) The Merger Arbitrage Spread: 2008-2012 Trend and Factors Affecting the Spread
Brandon Krueger (2015) Local Freight Optimization
Taylor Kujalowicz (2008) Developing a Retirement Income Strategy
Sky Kurtz (2004) An Analysis of Japanese Keiretsu Suppliers
Tyler Lacey (2009) Return to Shareholders Associated with Vertical Integration
Haley Langmack (2016) Internet of Things Manufacturing
John Lauro (2017) Apple's \$246 Billion War Chest
Tong Li (2016) Supplier Health Analysis
Naomi Lim (2010) Profit & Loss Forecast for Division Y
Jonathan Lim (2008) Semiconductor Company Collaborative Thesis: Foreign Exchange Value at Risk
Andrew Liu (2015) Prioritizing Projects on Time and Cost Savings for More Efficient Manufacturing
Luyao Liu (2017) Is a circuit breaker still a feasible solution for the Chinese Stock Market?
James Livesey (2010) Chemical Delivery and Maintenance
Loris Llazani (2016) Internet of Things Opportunities
Tavy Long (2004) An Analysis of Japanese Keiretsu Suppliers
Christina Lasayed (2011) MRO Inventory Management
Kristin Ludwick (2010) Chemical Delivery and Maintenance
David Ludwick (2015) Prioritizing Projects on Time and Cost Savings for More Efficient Manufacturing
Sank Macha (2018) Capital Efficiency Metrics
Emma Magura (2011) Make vs. Buy for Product X Assembly and Test

Sean Lukemire (2016) Leveraged Buyouts: Risk Considerations for Exceeding Leverage Limitations
Jonathan Mah (2017) An Analysis of Chinese ADRs
Anthony Marasa (2008) Lease vs. Buy Analysis
Stephanie Mariani (2017) Integrated Fan Out Packaging: Make vs. Buy Analysis
Raul Martinez (2011) Strategic Analysis and Valuation of Multi-Layer Ceramic Capacitor Manufacturers
Taylor Masson (2018) Networking Pricing Analysis
Stephen Mcaleer (2016) Highly Levered LBOs
Reade McClintock (2004) An Analysis of Japanese Keiretsu Suppliers
Robert McCoach (2015) Internet of Things Collaborative Project
Michael McDonald (2009) Valuing Risky Fixed & Floating Rate Debt
Jonathan McGarvey (2009) Return to Shareholders Associated with Vertical Integration
Kyle McCall (2018) Networking Pricing Analysis
Freddy Mecinas (2017) Integrated Fan Out Packaging: Make vs. Buy Analysis
Jordan Medl (2016) Internet of Things Opportunities
Alexander Miachika (2009) Valuing Risky Fixed & Floating Rate Debt
Brent Miller (2016) Commercial Airlines Fuel Costs: Hedging Strategies and Performance
Jill Millsop (2008) Lease vs. Buy Analysis
Daniel Mogan (2011) Make vs. Buy for Product X Assembly and Test
Rishi Mohnot (2011) An Analysis of Green Construction
Nate Moyer (2004) Impact of Sarbanes-Oxley
Michael Muscheid (2017) Apple's \$246 Billion War Chest
Corey Nelson (2017) An Analysis of the Profitability of Hilton's 2007 Leveraged Buyout
Duy Nguyen (2016) Data Center Group Competitive Analysis
Mong Nguyen (2017) Smart Factory IOT Project Analysis
Tro Panosian (2015) Pledge Funds - The Fundless Sponsor Model
Neil Parikh (2011) An Analysis of Green Construction
Oliver Park (2016) Supplier Health Analysis
Craig Parrish (2010) The Contracting Company Thesis: Financial Analysis of the Top 4 Subcontractors
Daniel Parsons (2008) Semiconductor Company Collaborative Thesis: Foreign Exchange Value at Risk
Casey Paul (2004) IT-Related Resources: Headcount to a Lower Cost Geography?
Marc Paupe (2010) The Contracting Company Thesis: Financial Analysis of the Top 4 Subcontractors
Tyler Peterson (2016) Internet of Things Manufacturing
Brian Petrauschke (2004) Returns Management Outsourcing
David Picone (2015) Local Freight Optimization
Joshua Provost (2010) Valuation Model for Convertible Bonds
Alex Quintana (2018) Monetization of Autonomous Vehicle Data
Nick Ralston (2018) CISD Product Markets
Vince Quintana (2016) Internet of Things Manufacturing
Viraj Gupta (2018) Capital Efficiency Metrics
Thomas Radigan (2016) Real Sense Product Opportunities
Jonah Rappazzo (2010) Embedded Group Medical Segment: Profit and Loss Evaluation
Dawson Rickets (2017) Wet Etch Tool Supplier Analysis
Ryan E. Rodenbaugh (2017) B2B IOT Opportunities
Jack Rubenzer (2017) Integrated Fan Out Packaging: Make vs. Buy Analysis

Karina Rodriguez (2016) Improving Life Outcomes for Children in Arizona: Educational Social Impact Bond
Matthew Ruland (2016) Internet of Things Opportunities
Holly Rezzonico (2009) A Financial Analysis of Non-Traditional Work Programs
James Saylor (2011) IPO Underpricing: A Look at Past and Current Trends
Snehal Sahani (2005) Semiconductor Equipment Manufacturer Industry Analysis
Mikkaela Salamatin (2018) CISD Product Markets
Connor Schmitt (2017) Wet Etch Tool Supplier Analysis
Steve Schembri (2004) An Analysis of Japanese Keiretsu Suppliers
Nathan Scorza (2011) Make vs. Buy for Product X Assembly and Test
Nicholas Seretis (2005) Determinants of Capital Investment in De Novo Banking: Case Study
Brandon Shapiro (2018) Monetization of Autonomous Vehicle Data
Austin Sigrist (2018) Monetization of Autonomous Vehicle Data
Brynn Sinclair (2017) B2B IOT Opportunities
Phil Smyka (2005) Semiconductor Equipment Manufacturer Industry Analysis
James Son (2018) China's outward foreign direct investment
Andrew Stevens (2009) A Financial Analysis of Non-Traditional Work Programs
Adam Steward (2004) IT-Related Resources: Headcount to a Lower Cost Geography?
Daniel Stone (2010) The Capital Structure of Leveraged Buyouts from 1998-2008
Andrew Thomae (2011) An Analysis of Green Construction
Joanna Tochman (2005) Semiconductor Equipment Manufacturer Industry Analysis
Michael Trettin (2017) Avastin: Roche Pharmaceutical's Cancer Treatment
Thao Trieu (2010) The Contracting Company Thesis: Financial Analysis of the Top 4 Subcontractors
Jason Van Wijk (2009) Trailing Edge Inventory Management: Product End-Of-Life Decision Algorithm
Merideth Vogelsang (2016) Supplier Health Analysis
Chenxi Wang (2016) Data Center Group Competitive Analysis
Matthew Widmyer (2011) An Analysis of Green Construction
David Winikates (2009) Valuing Risky Fixed & Floating Rate Debt
Forrest Witten (2017) Wet Etch Tool Supplier Analysis
Bryan Wong (2010) Valuation Model for Convertible Bonds
Michael Wontor (2009) Trailing Edge Inventory Management: Product End-Of-Life Decision Algorithm
Brian Wooster-Leyva (2010) Chemical Delivery and Maintenance
Chuan Xiong (2010) Profit & Loss Forecast for Division Y
Star Yuan (2011) Roadmap Vector Strategy
Weilin Zheng (2015) Internet of Things Collaborative Project
Zihan Zhang (2017) Is a circuit breaker still a feasible solution for the Chinese Stock Market?
Charles Zulanis (2015) M&A Pitchbook: Boston Beer Company-Craft Brew Alliance