

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

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).