



Bright Simons

Member of CARE International Supervisory Board

Bright Simons is the President of [mPedigree](#), a social enterprise working on three continents with governments, Fortune 500 companies and activists to safeguard human health and food security using technology.

A career inventor and innovator, his current projects include vaccine quality detection using novel organo-sensors. He is also a Board-level Advisor, with recent appointments to the Microsoft Africa Advisory Council, the Lancet Commission on the Future of Health in Africa, the Center for Global Development's Study Group



on Technology, the World Economic Forum's Africa Strategy Group, the Africa Population Health Research Center, and IC Publications, owner of the New African magazine.

Bright is a WEF YGL, TED Fellow, Aspen Braddock Fellow, and the 2016 CNBC African Innovative Business Leader of the Year. In 2016, Fortune magazine named him on their 50 World Greatest Leaders list.

What inspired you to join the CARE International Supervisory Board?

In 2015 I was intrigued by a claim made by Sweden's Foreign Minister about the country's intention to become "a humanitarian superpower". It signaled the end of an era where capacity to coerce was seen as the hallmark of strength. I very much see Care's ambition of eradicating poverty and inequity as the equivalent of the geopolitical post-superpower mindset in the development sector. For far too long, words like "innovation" and "effectiveness" have distracted the sector from its core focus on kindness, compassion and humility. Care represents the calm, steely, battle to restore feeling to the heart of development. I was deeply curious about this and wanted to learn, grow and contribute.

What should be CARE's most important contribution/priority in the decade ahead?

The world is in the grips of complex trade-offs and contradictions. Clarity is immensely hard to come by. Everyone agrees that radical change must happen quickly but moral inertia holds us back. The only way to break the gridlock of inertia is for power to shift to those for whom solutions are urgent because problems are personal. Care must therefore invest all its energy and resources in the coming decade to understanding which and how new technologies and processes can devolve power to the grassroots and become by far the world's most trusted authority in designing systems at scale based on these insights.