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Simon O'Meally is a Senior Public Sector Management Specialist and leads World Bank work on governance and public sector reform. Simon specializes in how to bring about governance and institutional reforms that improve public services and economic development. His work focuses on how governance and digitalization, GovTech, can be used to improve development outcomes. Simon is currently based in Vienna with the World Bank, focusing on supporting governance reforms in the Western Balkans. A British-Jamaican citizen, Simon joined the World Bank as a Young Professional in 2011 and held World Bank field positions in India (2012-2016) and Tunisia (2016-2020). Simon has a PhD in Political Economy and Development Studies from the University of Manchester.