



Ibrahim Abdel Aziz Hegazy
1-B Hassan Sabry street
Zamalek, Cairo, Egypt 11211
Work: (011202) 2265-3274 Mobile: (01120122) 213-7473
Hegazy@aucegypt.edu

EDUCATION

George Washington University, Ph.D. (Marketing), 1990
American University in Cairo, MBA, 1987
American University in Cairo, BA (Business Administration), 1984

CURRENT EMPLOYMENT

Associate Professor of Marketing, American University in Cairo (1990 - present)
Adjunct Professor of Marketing, Alba Graduate School of Business – American College of Greece, (2008 - 2012)
Adjunct Professor of Marketing –International School of Management – Paris, (2010 - 2012)
Marketing Academic Unit Head, Management Department, AUC (2004 - Present)
AUC Annual Advertising Award, Founder & Manager, AUC, (1998 – Present)
The International Advertising Award (IAA) Integrated Marketing Communications Diploma, – Management Center – AUC, Director (1995 – Present)
Ministry of Tourism, Egyptian Tourism Promotion Authority, Board of Directors, Member (2007 – Present)

TEACHING EXPERIENCE

MBA

Marketing Strategy; Marketing Management; Marketing Research; Global/International Marketing, Strategic Brand Management; Marketing Communications Management, and E-Marketing.

Undergraduate

Principals of Marketing; Marketing Communications Management, Brand Management, Consumer Behavior; International Marketing; Sales Management, and Marketing Research.

SAMPLE OF RECENT TEACHING EVALUATIONS

| Course Dept./No. | Semester | Enrollment | Number of Respondents | Mean | Standard Deviation | Overall Department Average |
|------------------|-------------|------------|-----------------------|------|--------------------|----------------------------|
| MKTG 526 | Spring 2012 | 12 | 9 | 4.58 | 0.58 | 4.18 |
| MKTG 480 | Spring 2011 | 31 | 26 | 4.36 | 0.99 | 4.16 |
| MKTG 570 | Summer 2011 | 11 | 8 | 4.55 | 0.73 | 4.48 |
| MKTG 470 | Fall 2011 | 17 | 14 | 4.52 | 0.7 | 4.14 |

Executive Education and Corporate Training

Select Topics: Building and Sustaining Effective Customer Relationships; Brand Building; Market-Focused Management; International Marketing; Customers Service; Selling Skills Building; Effective Marketing Communications; Strategic Marketing; Service Marketing; Marketing Banking Services; Marketing Tourism Destinations; Sales Forecasting; Demand Forecasting; Negotiations Skills; Government Services Marketing; Political Marketing; Assessing Foreign Markets; Marketing Research;

Select Experience:United Nations Industrial Development Organization, International Financial Corporation, Ministry of Tourism – Egypt; Ministry of Agriculture – Egypt, Mobinil – Egypt (Orange Mobile Telecommunications Network; Itesalat – Egypt (2nd Mobile Telecommunications Network; Commercial International Bank – Egypt; Arab African International Bank – Egypt; Raya Holdings (Leading IT Corporation in Egypt); Social Development Fund (Egypt & Yemen); Islamic Development Bank – Saudi Arabia; Egyptian Radio & Television Authority – Egypt; American University in Cairo, Wharton School of Business – Goldman Sachs – American University in Cairo; International advertising Association, Cairo Opera House, Austrian Culture Forum – Egypt; Oriental Weavers Egypt – a leading International Carpets and Rugs Manufacturer;

Research Interests

Consumer Behavior, Brand Management, Tourism Destination Marketing, Marketing Communications Strategies

INTELLECTUAL CONTRIBUTIONS

Refereed Journals

The Pharmacist's role in the Egyptian Pharmaceutical market. Ahmed Taher, Elnora Stuart and Ibrahim Hegazy. International Journal of Pharmaceutical and Healthcare Marketing. Volume 6, Issue 2 2012. pp. 140-155

Sirgy, Gurel-Atay, Webb, Cicic, Husic, Ekici, Hermann, Hegazy, Lee, and Johar. Linking Advertising, Materialism, and Life Satisfaction. *Social Indicators Research* (2012) 107: 79-101

Sirgy, Gurel-Atay, Webb, Cicic, Husic-Mehmedovic, Ekici, Herrmann, Hegazy, Lee, and Johar. Is Materialism All That Bad? Effects on Satisfaction with Material Life, Life Satisfaction, and Economic Motivation. *Social Indicator Research*. September 11th, 2011

Sirgy, Lee, Grzeskowiak, Chebat, Johar, Hermann, Hassan, Hegazi, Ekici, Webb, Su, Montana, (2008). An Extension and Further Validation of a Community-based Consumer Well-being Measure. *Journal of Macromarketing*. Volume 28 Number 3 September 2008 pp. 243-257

“An Empirical Comparative Study between Islamic & Commercial Banks’ Selection Criteria in Egypt,” *International Journal of Commerce & Management*, Vol5, No. 3, 1995, pp. 45-61

Books

The Arab Spring: One Year After. Transformation Dynamics, Prospects for Democratization and the Future of Arab-European Cooperation. Amine Ghali, Ibrahim Hegazy, Salam Kawakibi, Eberhard Kienle, Elham Manea, Samir Saadawi, Tobias Schumacher, and Jan Volkel. Bertelsmann Stiftung. 2012 (ISSN 1868-5048)

Privatization In Egypt: Elements & Marketing Strategies. Edited Book, El-Nahda Press, 1998

Conference Proceedings

Hegazy, I. A. A. (2012). "The Role of Social Media in the Arab Spring and Its Implications for the Future of Marketing in the Region". Eurasia Business and Economics Society (EBES)- EBES 2012 Conference – Istanbul/Turkey. May 24th – 26th, 2012 (www.ebesweb.org)

Hegazy, I. A. A. (2011). "The Impact of Crisis on Brand Reputation in the IT Industry". Eurasia Business and Economics Society (EBES)- EBES 2011 Conference – Istanbul/Turkey. June 1st – 3rd, 2011 (www.ebesweb.org)

Hegazy, I. A. A. (2011), "A Conceptual Model to Marketing Sustainable Quality Education". The Sixth International Conference on Higher Education Marketing ICHEM 2011. Cairo, Egypt April 18– 20, 2011

Hegazy, I. A. A. (2010), "A Conceptual Model toward Branding a Destination". The 2010 Annual Conference of the Association of Egyptian American Scholars. Cairo, Egypt December 27-28, 2010

Hegazy, I A A. (2002). “The Importance of the Integration of the Marketing Communication Vehicles for Spreading the Medical Public Awareness”. A Presentation made on the 2nd Annual Conference for Hospital Administration entitled “Hospital Management & Era Challenges”. The

Conference was organized by the General Organization of Teaching Hospital & Institutes on December 18-19 December 2002

Hegazy, I A A (2002). "Effective E-Marketing for Exporting Egyptian Products". A Presentation made on the conference entitled "The Impact of E-Commerce and Transport Services on the Development of Exports". The Conference was organized by Alexandria Business Association on May 20th, 2002

Hegazy, I A A (2001). Marketing Hospital & Health Care Institutions: A Service Encounter. A paper presented in the First International Conference in the Modern Methods of Managing Hospitals, Cairo, Egypt, January 18th, 2001

Articles in Non-refereed Journals/Magazines/Newspapers

Moderated the "Marketing Panel" in "Nielsen Consumer 30: The Next Big Thing" Egypt 2009. The Conference was organized by Nielsen November 23-24th, 2009

Co-Chaired the "Seeking Excellence in Egyptian Education" Workshop. The 6th Annual Conference for the Association of Egyptian-American Scholars. December 28-29, 2009. CairoUniversity

Invited to Participate as a Delegate in the 12th Kronberg Talks Conference in Riyadh/ Saudi Arabia (May 11th – 12th, 2009). The Conference was organized Bertelsmann Stiftung – Germany, Ministry of Foreign Affairs – Saudi Arabia, and King Faisal Center for Research and Islamic Studies.

El-Katatney, Ethar, (2007), "Call Now While Supplies Last", Business Today, September 2007, pp.38-40 (Interviewed)

Baradei & Fahmi, 2007, "Practice Makes Perfect", German Arab Trade GAT (The Magazine of the German Arab Chamber of Industry and Commerce, November-December 2007, pp.36-37 (Interviewed)

"Cleared For Takeoff?", an Interview published in the August 2002 issue of "Business Today" magazine, pp. 49-55

The Egyptian Woman and Her Active Role in the Economic Development. A symposium organized by Al Ahram, Cairo, Egypt December 19th, 2000.

Marketing: The Abused Concept. Marketing & Advertising Magazine. p. 28, February 2000

Egypt's Economy takes stock. Egypt's Insight. pp. 34-35. November 1999

"Marketing Strategies of Satellite Channel in the 21st Century Competition". Marketing & Advertising Magazine, May 1998, pp. 40-41

“The Loss of Our Competitive Advantage is behind our Economic & Sports Problems”, Business Monthly (The American Chamber of Commerce in Egypt Magazine) , January - February 1997, pp. 48-49

“Egypt: The Emerging Investment Heaven in the Middle East,” The American Chamber of Commerce In Egypt Special Issue for The Cairo Economic Summit 1996, November 1996, p. 15

“Monopolistic Behavior and How to detect it ?”, Al-Ahram Al-Iketesadey, January 15, 1996, pp. 24-25

"Monopoly Control Requirements," Al-Ahram Al-Iketesadey, April 19, 1995, pp. 12-15

Conferences & Seminars Presentations

“The Administrative Reforms in Egypt; Where is the starting point?. Al-Ahram Publication Association, May 27th, 2012. Participation in a Roundtable organized by Al-Ahram Publication Association, Egypt Leading Government-owned Publication Group.

“Towards Economic Sustainability & Responsive Governments in the Middle East” A Presentation made on a Conference organized by the Bertelsmann Foundation in Berlin October 5-7th, 2004

“A Conceptual Model For Satellite Channels Audience Satisfaction”. A Paper presented on the 1st Annual Academic Conference of the International Academy of Media Sciences. The Conference entitled “Arab Satellites in a Changing World” was held in 22-24 June 2004. The Paper Abstract was published in the Conference Proceedings

“Barriers & Challenges of Sustainable Development: The Case of Egypt”. A Presentation made on the “Transformation Thinkers” Conference held in Berlin, Germany between November 30th and December 5th, 2003. The Conference was organized by the Bertelsmann Foundation.

“Ensuring the Effectiveness of Financial Incentives in Bilateral Co-operations: Matching Objectives with Criteria”. A Presentation made on a Conference in Berlin, Germany, November 17th, 2003 entitled “Best Practice & Potential Field of Action for Revitalizing the Euro-Mediterranean Partnership”. The Conference was organized by the Bertelsmann Foundation

“Effective & Innovative Marketing Communications: Keys to Quality Customer Care & Retaining Repeat Clients”. A Presentation made on the Workshop organized by the World Bank and the University o Surabaya in Bali Indonesia on October 1-7th, 2003. The Workshop title was “end International Workshop on “Enhancing Training Quality through Customer Service (QCS-2): Caring for Clients Before, During and After Training”.

“E-Learning & The Creation of Sustainable Intellectual Assets in Developing Economies: Opportunities & Challenges”. A Paper presented on the 3rd Sustainable Development Forum (SDF-3), organized by the Academy of marketing Science (AMS) and the International Society for Quality of Life Studies (ISQOLS) in Alexandria, January 8-9, 2003.

“Marketing Women Businesses In the Era of Changes of the New Millennium”. A paper presented in the Seminar entitled “The Marketing Arts”. The Seminar was organized by the National Council for Women on December 28th, 2002

“The Marketing Challenges for the Manufacturers of Home Appliances”. A presentation made on the Seminar entitled “The Future of the Trading of Home Appliances in Egypt”, organized by the Federation of Egyptian Chambers of Commerce “FEDCOC”. The Seminar was held on March 19th, 2002.

“Media and Health Education”. A presentation made in The First Annual Conference for Hospital Administration “prospective view”, December 25th, 2001.

“Barriers of Sustainable Human Resources Development and Market Competitiveness in Egypt”. A presentation given to the HR Committee members at the American Chamber of Commerce in Egypt, in October 28th, 2001.

“Human Resources Development and the Barriers of Sustainable Development in Egypt”. A paper presented in the 1st conference held in Washington, DC entitled The Sustainable Development Forum, May 25, 2001

“Health Care Marketing From the Service Point of View”. A presentation made in The 5th Scientific Conference, Ain Shams University Specialized Hospital, in May 21st, 2001.

“International Marketing & the Challenge of Promoting Egyptian Exports”. A presentation given to the Marketing Committee members at the American Chamber of Commerce in Egypt, in January 20th, 2001.

Marketing Hospital & Health Care Institutions: A Service Encounter. A paper submitted to the International Conference in the Modern Methods of Managing Hospitals, Cairo, Egypt, January 18th, 2001

Effective Communication in Selling Privatization to Stakeholders. A paper presented in the 4th Pan-African Summit, Abuja, Nigeria, November 19-22, 2000

Marketing Tourism. Paper presented in the 2nd International Conference for Marketing & Tourism. Conrad Hotel, Cairo, Egypt. 25 July 2000

A Practical Model for Effective Marketing of Privatization: The Case of Egypt. A paper presented in the conference held in Accra, Ghana, entitled "Privatization in Practice", September 1999

"Prerequisites foran Effective Monopoly Control Mechanism in Egypt," A Paper presented in the conference held at the Ministry of Supply & Internal Trade entitled "Organizing International Trade, March 14, 1995, Ministry of Supply, Egypt

"Egypt and the GATT: The New Challenge of Young Businessmen," A paper presented in the Inauguration of Egypt's First Junior Businessmen Association, November 27th, 1994, Cairo, Egypt

"Global Marketing Not Exporting: The New Challenge Facing the New Arab Manager," a paper presented in the conference entitled "Challenges of the Arab Manager", Cairo, April 16, 1994

"Privatization in Egypt," Panel Member, Academy of Marketing Science - 6th Bi-Annual Conference, Istanbul, Turkey, July 15-19, 1993.

"Elements of Success in the Nineties," Conference held in Cairo Egypt, November 1990, Conference Presentation and Proceedings' Publication.

"The Marketing Strategies of Islamic and Non-Islamic Commercial Banks in Egypt." A Paper presented in the National Conference of the Association for Global Business, Orlando, Florida, September 1990

GRANTS RECEIVED

\$1,465 Conference Paper Presentation Grant, American University in Cairo, 2012

\$ 1,615 Conference Paper Presentation Grant, American University in Cairo, 2011

\$ 2,800 (LE. 14,000) Research Grant, American University in Cairo, 2007

PREVIOUS EMPLOYMENT AND ACADEMIC SERVICES

Chairman, The Department of Management 4 Years (two consecutive terms) (2004-2008)

Achievements at the Department of Management

1. Led as the department's Chair the Organization to receive the AACSB Accreditation for AUC Business Administration Academic Programs.
2. Directing the MBA Program and introducing new specializations in the MBA Program
3. Raising the Standards of Admission for the MBA Program
4. Introducing the idea of Launching a "Case Study Center" at the Department of Management. The idea was executed and put into action and currently managed by Dr Ahmed Tolba, assistant professor of marketing and financed by Mr. Hesham El-Khazindar (an AUC Alumni)
5. Launching the First "After-Hours" (after 4pm) Graduate Student Service Office providing services to MBA students.
6. Launching the First Student Service Unit at the Department of Management in charge of providing services to the Department of Management Students.
7. In Charge of the Smooth reallocation of the Department of Management from Down Town Campus to the New Campus at the 5th District – New Cairo City. This includes the reallocation of faculty and administrative offices and the allocation of rooms in the new campus for both faculty members and administrators.

Director, Institute of Management Development (IMD) 7 Years (1995-2002)

Achievements at IMD

1. Turning IMD from a Cost Center before 1995 to a Profit Center at time of the Personal Request to be released in 2002 (LE. 1,245,519)
2. Introducing New Diplomas and Certificates that are today (2010) the Profit Centers for the Management Center at AUC.
3. The Diplomas and Certificates Introduced are
 - Heriot Watt EMBA program
 - Human Resources Management Diploma
 - Hospital & Health Care Management Diploma
 - The Chartered Institute of Marketing (CIM) the United Kingdom Professional Certificates
 - The International Advertising Association (IAA) Professional Integrated Marketing Communications Diploma

Academic Services as a Tenured-Full Time Faculty (Professor of Marketing) (1992 – current)

Achievements as a Faculty Member

1. Developed the Integrated Marketing Communications Major at the American University in Cairo (1995)
2. Work in Revising the Integrated Marketing Communications Major at the American University in Cairo (2007)
3. Academically Supervising the following Students Activities:
 - Arab Youth Development Congress (AYDC)
 - ISAEC
 - Glow
4. Served as a member of the following University Committees
 - AUC Senate (2009 - Present)
 - Budget Review Committee (2000)
 - AUC Admission Committee (2006 - Present)
 - On-Line Learning Committee (Task Force) 2001
5. Member of the Continuous Improvement Committee at the BEC School 2007-2008
6. Member of the AUC President New campus Inauguration Celebration Committee (2008)
7. Member, AUC Graduate Advisory Council (2004-2009)
8. Parents Cup & Mahallawi Award Screening Committee (1999)
9. Ahmed Zewail Award Judging Committee (2009 – Present)
10. New Campus Students Center Committee (1999)

PREVIOUS WORK EXPERIENCE

December 2002 – November 2006,
Member, Board of Directors, The Transportation & Engineering Inc

January 2001 – January 2007,
Member, Board of Directors, The International Academy Of Media Science (IAMS)

April 1999 – Present, Founder & President,
Dr. IBRAHIM HEGAZY & CO “Marketing & Communications Consultants”

October 1995 – August 2002,
Executive Director, Institute of Management Development (IMD), The American University In
Cairo (AUC)

January 1995 – August 1999,
Director, Top Executives Training Program, Institute of Management Development (IMD), The
American University In Cairo (AUC)

September 1992 - September 1995,
Member, Board of Directors, National Plastic Company

July 1988 - August 1992,
Managing Director, Egyptian Trade & Investment Development Corporation

AWARDS

The American University in Cairo 2012 Academic Excellence Award

The Award: Academic Excellence Award

The Awarding Body: American University in Cairo

Date: June 15th, 2012

Reason: Recognizing Faculty who serve above and beyond average service
expectations to the AUC Community.

The President of the Republic of Austrian Golden Medallion 2004

The Award: The President of the Republic of Austria Golden Medallion

The Awarding Body: The President of the Republic of Austria

Date: March 22nd, 2004

Reason: Outstanding and Significant Contributions to Market and Promote
Austrian Culture Events and Activities in Egypt.

International Educator of the Year 2003

The Award: The International Educator of the Year 2003

The Award Body: The International Biographical Centre of Cambridge, England

Date: November 6th, 2003
Reason: Outstanding contribution in teaching Marketing and Marketing Communications in 2003

The International Advertising Association - Harold Harrison Teaching Excellence Award 2001

The Award: The International Advertising Association Harold Harrison Award for Outstanding Teaching in Marketing and Marketing Communications Worldwide.

The Award Body: The International Advertising Association (IAA) USA

Date: July 23rd, 2001

Reason: Outstanding Teaching Marketing and Marketing Communications Internationally in 2000

Nature of the Award: An International Competition among university's faculty for Outstanding teaching in Marketing and Marketing Communications.

Academic Marketing Communications Competition Awards:

International Advertising Association (IAA) InterAd XII Award 2007-08

The Award: Second Prize (Regional Champions: Middle East and Africa) Best Marketing Communications Campaign for AXE Brand

The Award Agency: The International Advertising Association (IAA) USA

Date: September 2007

Reason: Developing with AUC Students a top Marketing Communication Campaign for AXE Brand

International Advertising Association (IAA) InterAd XI Award 2006/07

The Award: Second Prize (Regional Champions: Middle East and Africa) Best Marketing Communications Campaign for the UN Millennium Campaign

The Award Agency: The International Advertising Association (IAA) USA

Date: September 2006

Reason: Developing with AUC Students a Top Marketing Communication Campaign for The UN Millennium Campaign

International Advertising Association (IAA) InterAd V Award 2000

The Award: First Prize (Regional Champions: Middle East and Africa) Best Marketing Communications Campaign for Visa Card Brand

The Award Agency: The International Advertising Association (IAA) USA

Date: September 2000

Reason: Developing with AUC Students the Top Marketing Communication Campaign for Visa Card Brand

International Advertising Association (IAA) InterAd I Award 1996

The Award: First Prize (Region: Middle East and Africa) Best Marketing Communications Campaign for the Jeep Brand

The Award Agency: The International Advertising Association (IAA) USA

Date: May 1996

Reason: Developing with AUC Students Effective Marketing Communication

Campaign for the Jeep Brand

PROFESSIONAL & ACADEMIC ASSOCIATIONS MEMBERSHIPS

- The American Marketing Association, USA
- The Academy of International Business, USA
- The Academy of Marketing Science, USA
- The International Advertising Association, USA
- The Egyptian Junior Businessmen Association (Founding Member), Egypt
- The American Chamber of Commerce, Egypt
- International Society for Improving Training Quality (ISITQ). aWorld Bank Project
- The Egyptian Advertising Association
- Judging Committee for TV Commercials, Cairo Radio & Television Festivals

REFERENCES

- Sherif Kamel, Dean
School of Business, American University in Cairo
+ 202 2265-3254 skamel@aucegypt.edu
- Mohga Badran, Former Chair of the Department of Management
School of Business, American University in Cairo
+202 2265-3365 mabadran@aucegypt.edu
- Medhat Hassanein, Former Minister of Finance – Egypt
Chair – Business School Council
Professor of Finance
School of Business, American University in Cairo
+202 2265-3272 medhaths@aucegypt.edu
- Nikos Mylonopoulos, Associate Dean
Alba Graduate School of Business at The American College of Greece
+30 210 8964 -5318 nmylonop@alba.edu.gr
- Jeffrey Klein, External Programs Academic Director
International School of Management – Paris – France
+33 1 77 19 75 74 Jeff.klein@ism.edu

Personal Data

Egypt born

Local Residence in Virginia & Washington DC (USA) & Cairo, Egypt