

# BIOGRAPHY OF AMR KAIS EL RAI

**Name** Dr. Amr Kais El Rai Attia  
**Nationality** Egyptian  
**Date of Birth** 08/04/1967



## **Qualifications**

- 2003-2005 Maastricht School of Management - DBA (Doctorate of Business Administration)
- 2001-2003 Maastricht School of Management - M.Phil. (Master of Philosophy)
- 1996-1998 American University in Cairo - MBA (Master of Business Administration)
- 1994-1996 American University in Cairo - Management Diploma
- 1984-1988 Cairo University - Bachelor of Art in Business Administration
- 1971-1984 Maadi Canal School - Egyptian Thanaweya Amma, Branch Mathematics

**Languages** Arabic , English & German

## WORK EXPERIENCE

### **IPSOS EGYPT**

Jan. 2006 – Present Chief Executive Officer

### **INTERNATIONAL MARKETING & MANAGEMENT INSTITUTE(IMI)**

Oct. 1999 – Present Chairman

### **GHABBOUR GROUP OF COMPANIES - RGI (RG INVESTMENT S.A.E.)**

1997 – 1999 Group Marketing Manager

### **SUZUKI EGYPT - S.A.E.**

1996-1997 Marketing Manager

### **SHELL MARKETING - EGYPT (ROYAL DUTCH SHELL)**

1990-1996 New Business Development Executive

### **MISR TRAVEL (CONFERENCES & AMERICAN DIVISION)**

1988 – 1990 Marketing Specialist

## **COURSES ATTENDED**

- Strategic Marketing & Management of Training
- Principles in Financial Management
- Marketing Studies Techniques
- Lubricants Management
- Time Management
- Effective Salesmanship
- Effective Business Negotiations Skills
- Marketing Planning
- Advanced Selling skills.
- First Time Manager.
- Presentation Skills.
- Advanced Management Skills.
- Interpersonal Communication.
- Serious Creativity.
- Executive Development Program.

## **TEACHING & TRAINING EXPERIENCE**

- Participating Faculty at the American University in Cairo
- Part-time Faculty at the Misr International University
- Designated lecturer at the World Bank Institute
  
- Part-time Faculty at University of CAMBRIDGE- CAMBRIDGE INTERNATIONAL EXAMINATIONS.
- Trainer for various marketing and personal skills courses
- Guest Speaker at various international and local Conferences

## **CONSULTING EXPERIENCE**

- Certified Management Consultant by IMC (Institute of Management Consultancy) in the U.K.
- Certified Coach by "The Learning Circle" on the "Team learning labs" of Peter Senge.
- Marketing consulting for various industries including automotive, real estate, communications, FMCGs, advertising and others, starting from developing marketing strategies, building capabilities, up to the implementation of marketing programs.
- Management consulting assignments, including development of reporting systems and organizational re-structuring.
- Among the companies served are: P&G, Al Ahly Real Estate, Alcatel, Arma Food Industries, Chipsey International, Eastern Tobacco Company, Enjoy, Exxon Mobil, Farm Frites, Hilton International, Honeywell, KLM, MasterCard International, McDonalds, Migop, Miraco Carrier, MobiNil, Tetra Pak, MassFood and Sekem.

## **INTERNATIONAL BUSINESS EXPOSURE**

- Suzuki Santana-Motor, S.A., Spain plant
- Suzuki Motor Corporation, Japan (Headquarters)
- Champion Motors, Suzuki Singapore branch
- Audi AG, Germany (Headquarters)
- Volvo Bus International, Belgium plant
- Volvo Parts Gent, Belgium
- Johnckheere Bus & Coach, Belgium
- Ogliviv and Mather

## **MEMBER OF THE FOLLOWING ORGANIZATIONS**

- Board Member, Banque Du Caire.(till end of 2006)
- Founder and Chairman of the "Marketing Committee", American Chamber of Commerce, Egypt. (till end of 2006)
- Founder and Chairman of the "Corporate Social Responsibility Committee", American Chamber of Commerce, Egypt. (to date)
- Founder and chairman of the "Media committee", Egyptian Junior Business Association.(to date)
- Secretary General of EIMA – Egyptian International Marketing Association. (to date)
- Member of the American Marketing Association.
- Associate Member of Institute of Management Consultancy.
- Member of the American Chamber of Commerce, Egypt.
- Founder and Secretary General of the first "Egyptian International Marketing Association".
- Member of the "Egyptian Advertising Association".
- Member of EJB – Egyptian Junior Businessmen Association.