



Dr. Amr Kais El Rai Attia

Dr. Amr Kais is an experienced practitioner in the fields of marketing and management. His extensive and long expertise in these fields has been acquired through the various teaching assignments, consulting practices and employment history with international as well as local conglomerates. Dr. Kais' experience is a thorough blend of academic expertise, supplemented by considerable hands-on extensive practicing of the marketing and management disciplines.

Dr. Kais is presently a participating faculty at the American University in Cairo (*undergraduate curriculum, Graduate curriculum, Chartered Institute of Marketing and IAA Diploma*), Misr International University and a designated lecturer of various institutions, including University of Cambridge (Cambridge International Examinations), World Bank Institute and others.

Dr. Kais is a Certified Management Consultant by the Institute of Management Consultancy (IMC) and a Certified Coach by the Learning Circle on the "Team Learning Labs" of Peter Senge. His consulting experience is specialized in marketing and management and covers a wide spectrum of industries including automotive, pharmaceuticals, real estate, communications, advertising FMCG's and others.

The consulting and practical corporate experience enriches the contribution level of Dr. Kais in his teaching and training activities. He is a specialized trainer, with hands on experience in the areas of marketing and management skills. Among the training courses conducted by Dr. Kais are: Marketing for Non-marketers, Setting & Controlling Marketing Budgets, Strategic Marketing Planning, Customer Service & Customer Care, Mastering Interpersonal Communication, Effective Presentation Skills, and Selling Skills.

Dr. Kais has completed his DBA from Maastricht School of Management, Netherlands, and holds the M. Phil. from the same university. Dr. Kais obtained his MBA from the American University in Cairo and the BA (*Marketing and International Business Specialization*) from Cairo University.

Presently, Dr. Amr Kais is the Managing Director of Ipsos Egypt and the Chairman of IMI – International Marketing and Management Institute.

Dr. Kais is the founder and Chairman of the “Marketing Committee” and The “Corporate Social Responsibility committee” at the American Chamber of Commerce, Egypt. He is also the founder and Secretary General of the first Marketing Association in Egypt, under the name of “The Egyptian International Marketing Association (EIMA)”. Dr. Kais is a member of various professional institutions and associations, including American Marketing Association, Institute of Management Consultancy, Egyptian Advertising Association, EJB – Egyptian Junior Businessmen Association. Also served as a non- executive board member in Banque Du Caire and currently in Egytrans and B.Tech.