

CURRICULUM VITA

Dr. Mona L. Zaki
Founder & CEO – Global Strategic Consultants
Adjunct Assistant Professor – Business School – AUC

Office address: Global Strategic Consultants - 13 Ibrahim Naguib Street - No. 1 - Garden City
Phone number(s): 002 2792 6285/6 Fax: 002 2794 2299 Mobile: 002 012 21 52 851
e-mail address: monazaki1@link.net & monazaki@gsc-egypt.com
www.gsc-egypt.com www.drmonazaki.com



EDUCATION

Doctorate of Business Administration, 2004,
Maastricht School of Management, MSM, The Netherlands
Major: Business Administration
Dissertation: Strategic Thinking and Organizational Worldviews of Public Relations Models.

Master of Philosophy, 2003
Maastricht School of Management, MSM, The Netherlands

Master of Arts, 1991
The American University in Cairo
Major: Journalism and Mass Communications
Thesis: International Advertising

Bachelor of Arts, 1984
The American University in Cairo, AUC
Major: Journalism and Mass Communications

High School Diploma, 1979
Ecole de Mère de Dieu
Major: Arts

ACADEMIC WORK EXPERIENCE

2000 - present, Adjunct Assistant Professor, Business School, The American University in Cairo
2007- 2009, Professor, Public Relations Diploma, Management Center, The American University in Cairo
2005, Lecturer, Ministry of Trade & Industry, Sanaa, Yemen

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1992-1993, Lecturer, Journalism & Mass Communications Dept., The American University in Cairo

COURSES TAUGHT

Undergraduate Marketing Services, Management Dept., AUC
Principles of Public Relations, , Management Dept., AUC
Advertising & Public Relations, Management Dept., AUC

Graduate Marketing & Public Relations Diploma, Management Center, AUC

NON-ACADEMIC PROFESSIONAL WORK EXPERIENCE

2009- present, selected by Strathmore's Whos's Who, to be a lifetime honored member , her outstanding leadership and professional achievement. Inclusion is limited to individuals who have demonstrated leadership and achievement in their occupation, industry or profession.

2008- 2009, Jury Member, Stars of Science Competition, Qatar Foundation for Education, Science and Community Development

2003- present, Chief Executive Officer, Global Strategic Consultants, Cairo, Egypt

2001-2003, Senior Campaign Officer, Development Office, The American University in Cairo

1990-present, Business Consultant, Financial Times, London, United Kingdom

1984-2001, Associate Director of Public Relations, Head of Cultural Programs & Special Events, The American University in Cairo

Other Intellectual Contributions

October 2008, Dr. Zaki was selected by **the Qatar Foundation** for Education, Science and Community Development, to be a permanent jury member for the **Stars of Science** Competition; a world wide Arab competition in support of young inventors and innovators.

March 2007, **The European Commission Delegation** in Egypt has selected Dr. Zaki to give a training course and workshop on "Team Building and Leadership Skills" to all its employees from different EU countries and Egypt.

September 2006, Member of the Steering Committee for the **Int'l Association for Media and Communication Research**, The American University in Cairo.

April 2005, Dr. Zaki has been selected by the EU Commission to setup the strategic plan of the Awareness Campaign to assist the Government of Yemen in its bid to join the World Trade Organization (WTO).

AWARDS

November 2006, Office of Student Development, **The American University in Cairo** honored and recognized Dr. Zaki for her support and cooperation with the International Student Leadership Conference Crew and the Egyptian Community.

May 2004, the Government of Austria decorated Dr. Mona L. Zaki with the "**Grand Decoration of Honor**" for her leading role in strengthening relationships between Egypt and Austria.

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SERVICE TO THE DISCIPLINE

2008 –2009 *Member of the Jury Committee, Stars of Science, Qatar Foundation*

2007 – present, *Member, Friends of the Coptic Museum*

2006 – present, *Head of International Cooperation Committee, Egyptian European Council*

2005-present, *Member, Egyptian Economic Forum, Cairo, Egypt*

2004-present, *Board Member, Road Safe Society, Cairo, Egypt*

2003- 2006, *Secretary General and Board Member, Egyptian European Council*

2001-2003, *Council Member, International Public Relations Association, International Public Relations Association, IPRA, USA*

2002 – present, *Member Egyptian Council for International Affairs*

2000 – present, *Board Member, Egyptian Austrian Friendship Association, Cairo, Egypt*

INTELLECTUAL CONTRIBUTIONS

Active Participation in Conferences:

Name of conference “**Women for a Better World**”

Name of Organizer: *The African-Spanish Women’s Network for a Better World*

Location of conference: *Valencia - Spain*

Date of conference: *27 – 28 March 2010*

Capacity: *Participant*

Name of conference “**Towards An Afro-Asian Knowledge-Based Society Initiative**” **Founders**

Name of Organizer: *The Afro-Asian People’s Solidarity Organization., Arab Knowledge & Management Society & Talal Abu-Ghazaleh Organization.*

Title of Presentation: “**Strategic Thinking in the Interpretation of Knowledge Management**”

Author(s): *Dr. Mona L. Zaki*

Location of conference: *Smart Village Conference Center – Egypt*

Date of conference: *11-12 January 2009*

Capacity: *Guest Speaker*

Name of conference “**Barcelona – Meditarian Union – Sarkosi’s Vision**”

Name of Organizer: *Al Ahram Newspaper – Strategic Studies Center*

Location of conference: *Al Ahram Conference Hall*

Date of conference: *8 July 2008*

Capacity: *Panalist and Guest Speaker*

Name of conference “**Driving Innovation through Integrated Media**”

Name of Organizer: *Financial Times – Pearson Group*

Location of conference: *Hilton Metropole in Brighton – United Kingdom*

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Date of conference: 28-30 January 2008
Capacity: FT Business Consultant representing Egypt

Name of /conference: International Student Leadership Conference

Name of Organizer: The American University in Cairo
Title of Presentation "Leadership Skills & the Future of Developing Countries"
Author(s): Dr. Mona L. Zaki
Location of conference: Ewart Hall – The American University in Cairo – Egypt
Date of conference: 19 – 21 November 2007
Capacity: Guest Speaker at the opening ceremony

Name of conference: "The International Association for Media & Communication Research"

Name of Organizer: The American University in Cairo
Location of conference: The American University in Cairo - Egypt
Date of conference: 23 – 28 July 2006
Capacity: Member of Steering Committee

Name of conference: "Global Summit for Women"

Name of Organizer: International Public Relations Association
Title of Presentation: "Negotiating for Yourself and Your Business"
Author(s): Dr. Mona L. Zaki
Location of conference: City Stars InterContinental – Nasr City – Cairo - Egypt
Date of conference: 10-12 June 2006
Capacity: Guest Speaker

Name of conference: "50 Years since Suez: from conflict to collaboration"

Name of Organizer: The British Egyptian Society & the London Middle East Institute
Location of conference: London school of Economics, London – United Kingdom
Date of conference: 31 October & 1-2 November 2006
Capacity: Egyptian Council for International Affairs - Representating Egypt

Name of conference: "The Changing Business Environment in the Middle East"

Name of Organizer: Australian Trade delegation & Embassy of Australia to Egypt
Title of Presentation: "The Changing Business Environment in the Middle East"
Author(s): Dr. Mona L. Zaki
Location of conference: Marriott Hotel – Zamalek – Cairo – Egypt
Date of conference: 3-5 December 2006
Capacity: Main Speaker

Name of conference: "Int'l Conference for Development and Landmine Clearance in the North West Coast"

Name of Organizer: UNDP & National Council for Human Rights
Location of conference: Semiramis InternContinental – Cairo - Egypt
Date of conference: 27-29 December 2005
Capacity: Secretary General – Egyptian European Council

Name of conference: "Public Diplomacy – Middle East and Africa"

Name of Organizer: Embassy of Australia and the Egyptian Ministry of Foreign Affairs
Title of Presentation: "Public Diplomacy – Middle East and Africa"
Author(s): Dr. Mona L. Zaki
Location of conference: Grand Hyatt – Cairo – Egypt

Date of conference: 14 June 2004
Capacity: Main Speaker

Name of conference: “The Importance of Public Relations in the Changing Global Environment”

Name of Organizer: International Public Relations Association
Location of conference: Marriott Mirage City – Nasr City – Cairo - Egypt
Date of conference: 13-15 October 2002
Capacity: Guest Speaker and Moderator

Published interviews and articles:

Author (s): Mervat Abdel Tawab, Deputy Editor in Chief
*Title of Article: **“Women Support to face Poverty”***
Name of Publication: Al Ahram Newspaper
Date of Publication: 21 May, 2010

Author (s): Sami Kamal Eddin, Editor in Chief
*Title of Article: **“Time Management – Essential for a Successful Woman”***
Name of Publication: Al Malika Magazine
Date of Publication: January 2010

Author (s): Mervat Abdel Tawab, Deputy Editor in Chief
*Title of Article: **“Mona: An International Woman”***
Name of Publication: Al Ahram Newspaper
Date of Publication: 20 November, 2009

Author (s): Mervat Abdel Tawab, Deputy Editor in Chief
*Title of Article: **“The Revival of the Human Conscience; the Woman Responsibility”***
Name of Publication: Al Ahram Newspaper
Date of Publication: July 24, 2009

Author (s): Mrs. Manal El Gamry, Senior Reporter
*Title of Article: **“A Dangerous Threat to High Education: The Zero in the Universities”***
Name of Publication: Al Ahram Newspaper
Date of Publication: April 12, 2009

Author (s): Mervat Abdel Tawab, Deputy Editor in Chief
*Title of Article: **Dr. Mona Zaki: “ Why Women don’t go for Elections”***
Name of Publication: Al Ahram Newspaper
Date of Publication: April 4, 2009 page 41

Author (s): Nehal el Sherif, staff writer
*Title of Article: **Dr. Mona Zaki: “I have a Dream ---I have a Mission”***
Name of Publication: The Egyptian Mail Newspaper
Date of Publication: July 15, 2008 page 8

Author(s): Mahmoud Murad, Deputy Editor in Chief
*Title of Article: **“Barcelona – Meditarian Union - Paris”***
Name of Publication: Al Ahram Newspaper
Date of Publication: 8 July 2008, page 29
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Author (s): Mervat Abdel Tawab, Deputy Editor in Chief
Title of Article: **Dr. Mona Zaki: “ Why Women don’t go for Elections”**
Name of Publication: Al Ahram Newspaper
Date of Publication: April 4, 2008 page 41

Author (s): Latifa Fadali, staff editor
Title of Article: **“The bonds that tie u: like Mother, like daughter”**
Name of Publication: Insight Magazine
Date of Publication: March 2008 page numbers 88-89

Author(s): Profile
Title of Article: **Profile: “Dr. Mona Zaki: A Successful Journey ”**
Name of Publication: Arab Money
Date of Publication: 3- 10 November 2008, page number 29

Author(s): Dr. Mona L. Zaki
Title of Article: **“Public diplomacy challenges: Egypt and the EU”**
Name of Publication: Egyptian Mail – The Egyptian Gazette
Date of Publication: 18 September, 2007 page number 4

Author (s): Sarah El Sirgany, staff editor
Title of Article: **“Dr. Mona Zaki: Integration is the Secret Ingredient”**
Name of Publication: The Daily Star – The International Herald Tribune
Date of Publication 13 July, 2006 page number 2

Author (s): Belal Mostafa
Title of Article: **“Dr. Mona Zaki: Strategic Thinking as Life Program”**
Name of Publication: Layalina - Egypt
Date of Publication March 2006, Issue 7 page numbers 8 -10

Author (s): Hatem El Hawari, Deputy Editor in Chief
Title of Article: **“Good Will and Compassion”**
Name of Publication: Hawaa Magazine - Egypt
Date of Publication: 3- 5 November 2005, page numbers 32 -35

Author(s): Profile Staff writer
Title of Article: **Profile: “Dr. Mona Zaki: Successful Women in Business ”**
Name of Publication: Cleo Magazine
Date of Publication: September 2005, page number 43

Author (s): Annik M. Lussier, Staff Writer
Title of Article: Cover Story: **“The Wages of Spin”**
Name of Publication: Business Monthly - Egypt
Date of Publication : August 200, page numbers 39 - 43

Author (s): Manal el-Jesri, Staff Writer
Title of Article: **“Net Working; Net Profits”**
Name of Publication: Business Today - Egypt
Date of Publication : December 1998 – Volume 4/12 page numbers 50 – 51

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INVOLVEMENT IN PROFESSIONAL PROGRAMS, EXTENSION AND CONSULTING ACTIVITIES

Egyptian national Dr. Mona L. Zaki, is the Founder and CEO of Global Strategic Consultants (GSC), an international strategic consultancy firm for business development for local and international strategic projects and development, research, integrated marketing communication and human resources development. GSC's international efforts include the promotion of Egyptian products and projects abroad both in the Middle East and Europe.

GSC provides comprehensive services to its business partners by assisting them to identify and to achieve their objectives by clearly defining their strengths, weaknesses, opportunities and threats (SWOT). This is followed by developing and implementing tailored strategic plans and tactical techniques, thereby enabling business partners to achieve their missions effectively and efficiently.

GSC strives to assist their clients in setting strategies and selecting viable and suitable communication tools by using effective public relations integrated with marketing strategies in order to derive a unique theme for presenting an image that will be communicated to GSC clients intended audiences.

Core services consists of three domains: Research and Development, Integrated Marketing Communication and Human Resource Development.

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