



Mona Zaki

Senior Strategic Consultants
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continues to teach in the Business School of AUC. Dr. Zaki received her Doctorate in Business Administration from the Eindhoven School of Management in the Netherlands. For her dissertation, she conducted a pioneer study on "Strategic Thinking: the Organizational Worldviews of Public Relations Models: symmetric versus Asymmetric".

Zaki is a board member and secretary general of the Egyptian Austrian Council and the Egyptian Austrian Friendship Association, as well as a member of various other influential councils, such as the Egyptian Council for Foreign Affairs, the International Public Relations Association (IPRA) and the Egypt's International Economic Association. In May 2004 the Government of Austria decorated her with the Grand Decoration of Honor for the leading role she plays

in strengthening relationships between Egypt and Austria.

Dr. Zaki has recently been selected by the European 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) in November 2005.

Dr. Zaki's ambition in life is to make a valuable contribution to her country by building cultural and political bridges between Egypt and the rest of the world. She strives to help making Egyptians more exposed, cosmopolitan and internationally equipped to meet the fierce competition in a turbulent global environment.

Message to CLEO readers: interact with the local community in Egypt and share such experience as knowledge and wealth with the less privileged sector of this community.