

Hakim Adel H. Meshreki, PhD



Nationalities

Canadian-Egyptian

Contact Details

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Address : Palm Hills Katameya Extension , Villa TH5-5

EDUCATION

2006-2012	Nottingham University Business School (NUBS) , PhD Research Topic: Country of Origin Effect on Industrial buyers' Perception of quality, Value and Purchase Intention, the case of Egypt Supervisors: Prof. Christine Ennew, Dr. Maha Mourad Committee: Prof. George Balabanis, Prof. Heidi Winklhofer	United Kingdom
2002-2005	American University In Cairo , MBA, Double specialization Marketing and finance (GPA 3.95/4.0 with highest Honors)	Egypt
1995-1999	Cairo University, Faculty of Engineering , Electronics and Communications Department (87% with Highest honors)	Egypt
1981-1994	College De La Sainte Famille , Thanaweya Amma (99.9%) and Alliance Francaise (Honor)	Egypt

ACADEMIC EXPERIENCE

AMERICAN UNIVERSITY IN CAIRO (AUC)- AACSB Accredited

2012- Date

Full-Time Associate Professor in Marketing

Egypt

- **Tomorrow's Leaders Academic Director (2020- Present)**
 - Co-directed the Tomorrow's Leaders Undergraduate program.
 - Supervised Cohort 5,6,7,7.2,8 including mentoring and tutoring.
 - Contributed to the 4 years strategic plan of the program.
 - Taught the modules titled "Negotiation skills and Body language", " Managing personal finance", " Entrepreneurial mindset" as part of the yearly retreat for the supervised cohort.
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- **CEMS MIM Academic Director (2017-July 2024)**
 - Contributed to the implementation plan preparation for the official ratification of the American University in Cairo as the first Academic member in Africa and the middle East
 - Supervises the marketing of the program and the recruitment of faculty/students
 - Coordinates the academic content of the program with respective course conveyers.
 - Attended various academic committee meetings for curriculum development.
 - Liaised with the school of business the search process for corporate partners.
 - Part of the executive committee responsible for organizing the CEMS Annual event in Cairo , December 2022.
- **Courses Taught**
 - Introduction to Business (203), which introduces main business purpose, management functions, team work, strategic management using business simulation.
 - Principles of Marketing (302) , which introduces business students to basic marketing information and prepares the students to be able do understand and practically devise a marketing plan
 - Consumer Behavior (410), which discusses concepts and principles underlying consumer behavior both in a business-to-consumer setting and in a business-to-business context.
 - Marketing Research (405), which represents an introduction to market research and various research techniques applied in consumer research.
 - Special Topics in Marketing (475) which discusses concepts in creating, measuring and managing brand equity
 - Entrepreneurship and Innovation (413): Introduces students to the theory of entrepreneurship and its practical implementation while focusing on different stages related to the entrepreneurial process.
 - Entrepreneurship and innovation (5307) : This MBA course takes a deeper look of the stages of Entrepreneurial activities and theory of innovation.
- **Workshops/trainings taught and attended**
 - Structural Equation Modeling , as part of the academic excellence in research at the American University in Cairo
 - Guest speaker in faculty exchange meetings with ESADE School of business.
 - Executive Education AUC :
 - Marketing Strategy
 - Advanced Management Program.

- Advanced retail management.
- AFAM Workshop: Attended a workshop discussing the development and techniques of research in Management.
- Wharton Global Faculty Development Program, July 2019
- Introduction to Mediation, Moderation, and Conditional Process Analysis Fall 2020: Statistical Horizon (Online)

MISR INTERNATIONAL UNIVERSITY

2008-2009

Lecturer

Egypt

- Courses Taught
Brand Management (MKTG 473), which introduces students to the concepts of branding including and how to create, manage and maintain brand equity

TRAININGS DELIVERED

2013-Date

Egypt

- Strategic Management (Vodafone, Raya...other)
- Marketing Research (Eitesal, Bedaya, CIB)
- Consumer Psychology (Exclusive Innovety)
- Principles of Marketing (Innovety, TIEC, Masr El Kheir)
- New Product Development strategies (CIB)

CONSULTING

2023

Egypt

- Developed a Business Strategy for Greater Cairo Foundries (GCF)

SCHOLARSHIPS AND AWARDS

2023	Winner of the Distinguished Alumni Faculty Service Award
2022	Winner of Faculty Merit Award for excellence in teaching
2018	Received teaching excellence award
2014	Received teaching excellence Award
1995-1999	Received yearly Academic Honors from the Engineering Department, Cairo University Faculty of Engineering
1999	Received the second best graduation project award from Faculty of Engineering, Electronics Department
1998	Awarded the best classical guitar player in Classical guitar Festival, Cordoba, Spain

PUBLICATIONS

- **Published Research**
 - Dina H. Bassiouni, Hakim Meshreki (2024). The Metaverse: A Liquid Consumer Utopia A Journey Into Gen Z's Usage Intention Behavior Using the TRAM Model.
 - Ye Liu ,Mahsa Samsami ,Hakim Meshreki, Fernando Pereira and Thomas Schøtt (2021). Sustainable Development Goals in Strategy and Practice: Businesses in Colombia and Egypt. Sustainability, Vol 13, issue22 .
 - Meshreki, H., Tolba, A., Bayat, M., (2020). An innovation gap between family and nonfamily businesses – A case study of post transition economies. European J. of International Management, Special Issue: Family Business and International Management
 - Mourad, M., & Meshreki, H. (2020). Brand equity in higher education: Comparative analysis. Studies in Higher Education. (A Journal)
 - Bassiouni, D., Hackley, C., & Meshreki, H. (2019). The integration of video games in family-life dynamics: An adapted technology acceptance model of family intention to consume video games. Information Technology & People. (A Journal)
 - Rady, A., Meshreki, H., Ismail, A., & Núñez, L. (2019). Variations in Valuation Methodologies and the Cost of Capital: Evidence from MENA Countries. Emerging Markets Finance and Trade, 1-18. (B Journal)
 - Meshreki, H., Ennew, C., & Mourad, M. (2018). A comparative analysis of dimensions of COO and animosity on industrial buyers' attitudes and intentions. Journal of Product & Brand Management, 27(7), 832-846. (A Journal)
 - Bakr, Y., Tolba, A., & Meshreki, H. (2018). Drivers of SMS advertising acceptance: a mixed-methods approach. Journal of Research in Interactive Marketing. (B Journal)
 - Tolba, A., Seoudi, I., Meshreki, H., & Shimy, M. (2016). Effect of Justice in Complaint Handling on Customer Loyalty: Evidence from Egypt. Global Journal of Business Research, 9(3), 1-14. (C Journal)

- Tolba, A., Seoudi, I., Meshreki, H., & AbdelShahid, M. (2015). Impact of Ethical Sales Behavior, Quality and Image on Customer Satisfaction and Loyalty: Evidence from Retail Banking in Egypt. International Journal of Management and Marketing Research, 8(2), 1-18. (C Journal)
- Meshreki, H., & Mourad, M. (2015). In Cases on Branding Strategies and Product Development: Successes and Pitfalls (pp. 165-177). IGI Global. Retrieved from <http://www.igi-global.com/book/cases-branding-strategies-product-development/115498>(Book Chapter) (Impact Factor: 0.424)
- **Book Chapters**
 - Meshreki, H. (2019), EMA ink: Can Ink Be Paint?, KCC, Reference no. 319-0203-1
 - Meshreki, H.(2017), Company Alpha - The Family Firm Getting Noticed, KCC, Reference no. 318-0165-1
- **Reports**
 - GEM country report 2017-2018-2019-2020-2021-2022-2023

PROFESSIONAL EXPERIENCE

MENA COMPANY FOR ADHESIVES TECHNOLOGY “MENATEC”

2002- Date

Managing Partner and Commercial Director (Marketing and Sales, Finance, Strategy and Business Development) Egypt

- Joined the business in 2002 with the aim to corporatize the group.
 - **Contributed to the turnaround of the company** through analysis of the company situation and defining and managing the strategic growth with key international players in the field of adhesives and was a key person during the negotiation phase, market research and evaluation phases. The main partners were **Bostik, National Adhesives, Parson Adhesives and Planatol GmbH**. The results of these activities are partnerships with these companies in the respective fields where they operate and the opening on new prospective sales channels with new potential customer in addition to increasing sales with current customers.
 - Managed a commercial team of 15 executives and was able to triple the sales figure in 7 years by setting clear targets and KPIs and outlining clear strategic goals. Managed as well the transformation of the company from a product oriented company into a SERVICE oriented company through the provision of integrated solutions to current and potential customers through the products manufactured by the company and other multinational partners’ products.
 - Managed government relationships and was a key liaison between the company and the Industry Modernization Center, the chamber of chemical industries and other governmental bodies.
 - Project managed the automation of the internal company system during the assessment, implementation and running of a fully integrated ERP system that spans the width of the company.
 - Played a key role in the ISO certification 9001/2008 and 14001/2004 awarding by TUV Germany.
 - Managed the exporting department expanding the company sales in the MENA region to include Sudan, Lebanon, Libya, Jordan and Saudi Arabia which changed the sales structure of the company to include 15 % of export sales from the company sales breakdown.
 - Managed the company marketing activities including market research, communication, and customer relationship management. In this regard a thorough CRM system was put in place to ensure proper communication and sustained relationship with key buying center members within the customers’ organizations.
 - Managed the launch of a new antibacterial series into the Egyptian market and was part of the product design phase, market research including focus groups and cross-sectional research data analysis. Managed the impulse and wholesale channels in Cairo and Alexandria.

ALCATEL EGYPT

2001-2002

Mobile Network Design Engineer Egypt, France

- Designed mobile networks including site survey, site planning and network optimization for Tanzania, Mauritania, and Sudan. Held direct contact with international customers including needs determination, projects planning and execution
- Audited the performance of the main mobile networks in Egypt.
- Was hired as an official international trainer within the organization in the field of mobile network design and optimization as a result of the demonstration of strong analytical and learning skills.

MENA CHEMICAL PRODUCTS COMPANY

1999-2001

Marketing Representative (Team Leader) Egypt

- Managed a team of 4 sales representatives and was awarded the best team leader for the 2 years of service.
- Was able to obtain new key accounts for the company which doubled its sales figures.

LANGUAGES

Fluent in Arabic (native language), English and French, Speaks and writes fairly Spanish

PROFESSIONAL MEMBERSHIPS

2012-2013	Partner and Board Member in Orange International Company	Egypt
2010- Present	Lecturer in the <u>Canadian Association of Purchasing Managers</u> (SCMP)	Canada
2008- Present	Member of the <u>Industrial Marketing and Purchasing Group</u> (IMP)	United Kingdom
2007- Present	President of the development committee in <u>Association of Egyptian Industries</u>	Egypt
2004- Present	Board Member of the <u>Chamber of Chemical industries</u> (Paints and Polymer Division)	Egypt
1999- Present	Member of the <u>Egyptian Engineering Association</u>	

COMPUTER SKILLS

- **Operating System and Office Applications** Word, Excel, PowerPoint, Project, Visio, Publisher
- **Statistical Software Packages** LISREL for Structural Equation Modeling , IBM SPSS 29.0, Smart PLS
- **Qualitative Analysis Packages** QSR- Nvivo 10 , MAXQDA
- **Business Packages** Business Plan Pro 2009, Marketing Plan Pro 2009, Advertising Plan Pro 2009, Capsim (Foundation)
- **ERP Systems** Oracle Platform

PERSONAL INTERESTS

- **READING** (Marketing, General business topics, Philosophy...etc.)
- **CLASSICAL GUITAR PLAYING AND TEACHING**
 - Received the performance Certificate From Trinity College of Music in London.
 - Performed Concerts in the Egyptian opera House in Egypt and the French Cultural center in Alexandria.
 - Performed Concerts in the National Opera House of Cordoba- Spain.
 - Took Regular Advanced Master Classes in classical guitar in Spain.
 - Teaches Regularly Classical Guitar Lessons.
- **MUSICAL COMPOSITION**
 - Attained Grade 5 in music composition From Trinity College Of Music in London.
- **KITE SURFING**

References Furnished Upon Request