

## Hakim Adel H. Meshreki, PhD

**Nationalities** Egyptian-Canadian

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### EDUCATION

<b>2006-2012</b>	<b>Nottingham University Business School (NUBS), PhD</b>	<b>United Kingdom</b>
	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	
<b>2002-2005</b>	<b>American University In Cairo, MBA, Double specialization Marketing and finance</b> (GPA 3.95/4.0 with highest Honors)	<b>Egypt</b>
<b>1995-1999</b>	<b>Cairo University, Faculty of Engineering, Electronics and Communications Department</b> (87% with Highest honors)	<b>Egypt</b>
<b>1981-1994</b>	<b>College De La Sainte Famille , Thanaweya Amma (99.9%) and Alliance Francaise (Honor)</b>	<b>Egypt</b>

### ACADEMIC EXPERIENCE

**AMERICAN UNIVERSITY IN CAIRO (AUC)- AACSB Accredited**

**2012- Date**

**Full-Time Assistant Professor in Marketing**

**Egypt**

- 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.
- Workshops/trainings taught
  - 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.

**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)
- Consumer Psychology (Exclusive Innovety)
- Principles of Marketing ( Innovety, TIEC, Masr El Kheir)

### SCHOLARSHIPS AND AWARDS

<b>2014</b>	Received Teaching Excellence Award
<b>1995-1999</b>	Received yearly Academic Honors from the Engineering Department, Cairo University Faculty of Engineering
<b>1999</b>	Received the second best graduation project award from Faculty of Engineering, Electronics Department
<b>1998</b>	Awarded the best classical guitar player in Classical guitar Festival, Cordoba, Spain

## PUBLICATIONS

- 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
- 2015** Effect of Justice in Complaint Handling on Customer Loyalty: Evidence from Egypt, Global Journal of Business Research
- 2014** (Book Chapter) Simply food- The Cross-roads in front of a new born food brand, IGI Global <http://www.igi-global.com/book/cases-branding-strategies-product-development/115498>
- 2013** Saliency of Country of Origin Dimensions on Industrial Buyers Perceptions in the presence of Industrial Brands: The case of Egypt", (Submitted to Industrial Marketing Management)

## 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

<b>2012-2013</b>	Partner and Board Member in Orange International Company	<b>Egypt</b>
<b>2010- Present</b>	Lecturer in the <u>Canadian Association of Purchasing Managers</u> (SCMP)	<b>Canada</b>
<b>2008- Present</b>	Member of the <u>Industrial Marketing and Purchasing Group</u> (IMP)	<b>United Kingdom</b>
<b>2007- Present</b>	President of the development committee in <u>Association of Egyptian Industries</u>	<b>Egypt</b>
<b>2004- Present</b>	Board Member of the <u>Chamber of Chemical industries</u> (Paints and Polymer Division)	<b>Egypt</b>
<b>1999- Present</b>	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 22.0
- **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.

*References Furnished Upon Request*