



**GALAL ZAKI**

**INTEGRATED MARKETING COMMUNICATION  
EXECUTIVE CONSULTANT**

**CURRICULUM VITAE**

**Sep, 2017**

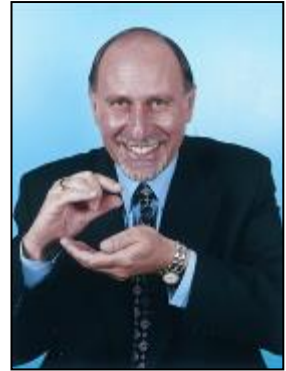


## **CURRICULUM VITAE**

### **GALAL ZAKI**

#### **KEY QUALIFICATIONS**

Galal Zaki is a leading expert in Integrated Marketing Communications, with extensive experience in public education projects, corporate advertising and public relations campaigns, government programs and privatization communication. Mr. Zaki brings a wealth of local, regional and international experience.



**While serving as Accreditation Officer of the International Advertising Association (IAA) Diploma for the Middle East Mr Zaki accredited the American University in Cairo and taught undergraduate and graduate courses in advertising and PR there. Mr Zaki also taught Integrated Marketing Communication at Cairo University, the International Academy for Modern Sciences (IAMS) and the University of Modern Sciences and Arts (MSA).**

**During the past 5 years (September 2012 - July 2017) Mr. Zaki served as full time Integrated Marketing Communications Professor of Practice at the American University in Cairo.**

**During the first semester at teaching Mr Zaki managed to brand the 4425 IMC Capstone course as the AUC “Hall of Fame Awards”, bringing in leading advertising and marketing companies (Leo Burnett, Fortune PromoSeven, Tarek Nour Holdings, LOOK, and Momentum Egypt).  
to judge the students’ IMC campaigns.**

**As the initiator of Corporate Social Responsibility activities at the American Chamber of Commerce, Mr Zaki Co-Chaired the CSR Committee and helped organize the First CSR Summit in Egypt.**

**As IMC Consultant for the opening of the New Suez Canal, Mr Zaki was on the committee responsible for choosing the Consortium that handled the event. He was also responsible for the messaging and media, locally, regionally and internationally as well as billing justification. Mr Zaki funded and produced a video clip entitled “Egypt’s Gift to the World” which is sung by his daughter, Rula Zaki.**

See Letter: [Suez Canal](#)

See Video: [Egypt’s Gift Rula Zaki](#)

Video URL: <https://www.youtube.com/watch?v=lyNkTMtGruo>

- **Mr. Zaki served as Communication Consultant on a Water Conservation PSA Campaign competition in which 15 groups from Egyptian Universities enrolled. The campaign was funded by Unicef, GIZ, and European Aid. Mr Zaki’s students won First Prize in this National Competition.**

- Mr Zaki is a Certified Mentor for the Cherie Blair Foundation for Women.
- Endeavor. Served as Mentor for entrepreneurs and spoke at their joint event at the Geek Event.
- Serving as Mentor for Delta-Inspire and helped connect and promote Farida Temraz whose Temraza haute couture brand won First Place at the Paris and New York Fashion Weeks. Her designs were also worn by Oscar stars.
- Conducted an IMC Workshop for the Ministry of Planning on “Egypt 2030”.
- Mentor, Imtenan Alternative Medicine Chain.
- Agrolink. The world’s sole supplier of decorative sand and stone to IKEA. Mr Zaki helped them rebrand to GroundWorks. Mr Zaki also put them in touch with ComVort Group with a view to opening export opportunities.
- Association for Women’s Total Advancement and Development (AWTAD) Mentor. Did several workshops for 20 entrepreneurs in integrated marketing communications and branding.
- Every year Mr Zaki has been hosted at the Canadian Egyptian Business Council’s Retreat at Ain Sokhna to speak about the Future of Egypt and Communication skills. The last one on Public Speaking and Body Language was done on Friday March 20, 2015.

See Letter: [CEBC Letter](#)

- As a Founding Member of Affiliated Network of Social Accountability (ANSA) Arab World, Mr Zaki got certification in a TOT Program organized by the World Bank in 2013 and has trained Government, NGOs and Media on fighting Corruption (ongoing). Over 60 Government officials from 14 ministries were trained in Cairo, Ismailia and Fayoum. He also helped organize an anti-corruption event for his 4425 students inviting a top Transparency International Official and the head of the Anti-Corruption Program at the Egyptian Junior Business Association

See Letter: [Care and ANSA](#)

He also served as **Secretary General of the 36th International Advertising Association (IAA) World Congress, and Chairman of the Program and Speakers’ Committee (1998)**. Mr. Zaki personally authored the song “It’s a Small World Today, Thanks to You, IAA.”

He was also responsible for organizing Egypt’s first international conference on advertising and marketing in the Arab world, **ADVISTA ARABIA (1987)**.

For more information, please visit: [www.perceptioncom.com](http://www.perceptioncom.com)

### Honorary Membership.

- Mr Zaki has been made “Member of Honor” at the ComVort Global Communications network (180 offices worldwide).
- The Canadian Egyptian Business Council (CEBC)
- AmCham Member in transit since 2011.

### AUC Global Affairs and Public Policy Family Day.

Mr Zaki was asked to help attract more participants to the GAPP Family Day. Mr Zaki wrote, produced and funded a song for the events which he helped organize.

See Video: [Rula Zaki GAPP](#)

Video URL: <https://www.youtube.com/watch?v=nMfMkkGPSDY>

### Public Service

In 2014, Mr Zaki initiated, produced and funded a song to engage Egyptians to rebuild their country. The song was sung by Rula Zaki, his daughter and can be seen on Youtube under the name “Masr Lazem Te3eesh”.

See Video: [Rula Zaki Masr Lazem Te3eesh](#)

Video URL: <https://www.youtube.com/watch?v=CL0CU5HSyLk>

### Academic Assistance

Since 2012 to date, Mr Zaki has assisted several students with their Masters in advertising and public relations from universities abroad and in Egypt.

Following the tragedy of 9/11 Mr. Zaki wrote and produced the song “Love the World, We are One” as a message of love and peace from Egypt to the United States and the rest of the world.

See Video: [Love The World. We Are One](#)

Video URL: <https://www.youtube.com/watch?v=VrDoGQ-4J8Y>

Mr. Zaki has served as senior counsel with government clients at the highest level, including the Ministries of Education, Health, Environment, Tourism, Interior, Planning and Foreign Affairs.

Mr. Zaki headed a Crisis Management Secretariat during the 1992 terrorist activities. The objective was to generate balanced media coverage in Western Europe and the US. Mr. Zaki was also

responsible for developing a **comprehensive privatization communication program** for the Egyptian government.

Mr. Zaki has also worked on several USAID and EU-funded public service projects on **Family Planning, Reproductive Health and Environment**.

Mr. Zaki received numerous advertising awards of which 6 awards were in the field of FP, RH and nutrition. In 2007 Mr Zaki received **the International Advertising Association Egypt Chapter “Lifetime Achievement Award”**

## **EDUCATION**

- **IAA Diploma 1995.**
- **Master of Arts, English Literature, University of North Dakota, 1978. (Authored and directed “The Unfinished Tragedy or “16th Century Nightmare”, a one-act skit on William Shakespeare).**
- **Bachelor of Arts Ain Shams University, 1975.**

## **EXPERIENCE**

**July 2017 – Present**  
**IMC Executive Consultant**

**September 2012 – June 2017**  
**Full Professor of Practice**  
**The American University in Cairo,**  
**JRMC School of Global Affairs and Public Policy.**

**2003 – March 2012**  
**CEO, Perception Communication**

**2002 – 2006**  
**Partner, TBWA\Roy**

**1992 –2002**  
**Partner, Intermarkets Egypt.**

With his extensive experience in Integrated Marketing Communications, Mr. Zaki has become one of the few Egyptian communications professionals with practical experience in sophisticated public relations, as opposed to advertising or marketing disciplines in isolation. This has included senior counsel and strategic planning with senior executives of major corporate clients such as **American Express, Arab African International Bank, Avon Cosmetics, British Airways, Chloride Batteries, Coca-Cola, , Colgate-Palmolive, DANIDA , Egyptian American Bank, Hoover Vacuum Cleaners, Hong Kong Trade Development Council, Pizza Hut, Singapore Airlines, US Wheat , Visa Card,**

**Xerox** as well as for **Egyptian Government clients at the most senior level including the Ministries of Health and Population, Environment, Tourism, Interior and Foreign Affairs.**

Mr. Zaki has also worked as creative consultant on **USAID-funded public service projects on Family Planning** and on combating **schistosomiasis (bilharzia)**. This work included all stages from concept to execution including evaluation of pre-post test results. His role was to develop and execute a multi-media communications program.

In a FP/RH campaign entitled **“A Man is Not Only By His Words”** aimed at putting the onus on men, Mr. Zaki produced 14 TV spots which proved extremely successful culminating in one of the spots, **“El Sakya”** or **“The Water-wheel”** winning the **Cairo Festival’s Golden Award for the best public service commercial (1995).**

Mr. Zaki worked on the **POP III** and **POP IV** development of the USAID-funded Private Sector Initiative (PSI) Family Planning program, developing the now renowned logo and slogan of, **“Ask, Consult”**. Over an 8-year period, Mr. Zaki and his team developed from concept to final product 25 TV spots, 11 radio spots, 54 radio programs, 14 TV programs.

Mr. Zaki also worked on the **EC-Support to Population Program in Qena and Sohag** developing award - winning TV spots, **“zagal”** cassette tapes, radio programs, misconception booklet, ante-natal booklet, media van tapes, a documentary film as well as participating in outreach programs.

Mr. Zaki recommended and executed the amendment of the **Clinical Services Improvement Project** logo in a relaunch campaign as it was not previously understood, and this was creatively adapted in two TV spots that resulted in increased client traffic.

Mr. Zaki also supervised and coordinated a research conducted on behalf of the **Regional Center for Training in FP and RH** regarding competitive training institutes in Egypt. RCT’s strengths, weaknesses, threats and opportunities were also assessed; this with a view to improving RCT’s marketing capabilities and working towards sustainable development.

#### **Minya Experience:**

Participated in several outreach programs in Minya, including the BCC workshops training several media groups in FP/RH issues. Mr. Zaki is also on the committee that is evaluating the best media output resulting from the BCC workshops. Mr. Zaki also supervised the documenting of five clinics in Nazlet El Amoden, Bergaya, Sawada, Dawoodeya and El Tayeba which have undergone renovation.

He was **awarded a trophy of appreciation by the Governor of Minya** for voluntary work to promote the governorate of Minya.

Mr. Zaki worked on the creative strategy for the **National Polio Campaign**. Work included the development of a logo as well as a mass media advertising and PR campaign.

In November 2003, Mr. Zaki developed and executed the creative strategy for **FreeStyle**, a self-monitoring blood glucose meter, in a multi-media campaign. A record number of 1,400 participants were obtained in one day at an event that took place in Carrefour Supermarket.

Mr. Zaki developed all materials for the **Egyptian-International Conference on Protected Areas** for the **Ministry of Environment** from logo to conference theme, to all print materials, signage (outdoor and indoor). The whole event was handled in coordination with Emeco Travel to include registration, booking venues, meet and assist, travel and accommodation bookings and pre and post conference tours. Mr. Zaki also produced the launch A/V song for the conference which was attended by more than 20 Ministers, mainly from the Arab world.

Mr. Zaki headed a **Crisis Management Secretariat** during the terrorist activities. The objective was to respond quickly and generate pro-active material on Egypt's image in 5 countries in Europe: Italy, U.K., France, Germany, and Spain, as well as in the U.S.

Mr. Zaki has also produced a Stock Market / Financial weekly TV Program funded by USAID/AmCham.

Mr. Zaki has directed the work on communications for the **Coca-Cola investment and privatization program** in Egypt, providing senior counsel to Coca-Cola executives, developing contact and media placements with senior Egyptian journalists and editors, and creating print advertising and advertorial as part of an integrated privatization communications program.

He was also responsible for developing a comprehensive **communications program on privatization for the Egyptian government**.

Mr. Zaki launched an extensive Integrated Marketing Communication program for **US Wheat** to promote American Wheat over competitive imported wheat sales to Egypt. He created **the first ever American Wheat Information Center and a Quality Seal** which has been approved by the **Foreign Agricultural Service and the US Department of Agriculture** and which is being used worldwide.

Consequently Mr. Zaki has worked as consultant to the **World Health Organization** on a regional communications program for **iron-enriched flour**.

#### **1979 – 1988:**

**Vice President, Creative Director, Americana Advertising.** Also served as Executive Vice President of AAPIC - Arab African Promoters for International Conferences - and in 1987 organized Egypt's first International conference on advertising and marketing in the Arab-World - ADVISTA ARABIA.

Previously served as an **announcer on Radio Cairo** and as an **editor at the Egyptian Gazette**.



## MEMBERSHIP / AFFILIATIONS

- Former Board of Trustees – ERTU – Family & Child Program Committee.
- Former Middle East Accreditation Officer – IAA Diploma.
- Secretary-General of the 36th IAA World Congress, 1988.
- Member of the Egyptian Cinema Syndicate.
- Former Member of the Advisory Board of the American University in Cairo.
- Former Member of the Advisory Board of AIESEC.
- Former Member of AUC New Campus Development Committee.
- Member, International Public Relation Association (IPRA).
- Member AmCham Core Marketing Committee.
- Co-Chairman AmCham CSR Committee, 2005-2008
- Former Advisory Board Member of Clinical Services Improvement (CSI).
- Lectured at International Academy for Media Sciences (IAMS).
- Lectured Integrated Marketing Communication Graduate Course at MSA University.
- Lectured Chartered Institute Public Relations Post Graduate Course at AUC.
- **Certified (IMC) Industrial Modernization Center Service Provider, 2007.**
- **IAA Lifetime Achievement Award, 2007.**
- **Approved CSR Practitioner of the Institute for Environmental Management and Assessment (IEMA).**

## PORTOFOLIO

- Recommendation Letters

<a href="#"><u>Suez Canal</u></a>	<a href="#"><u>Care ANSA</u></a>	<a href="#"><u>CEBC</u></a>
<a href="#"><u>Amr Hamdy Letter</u></a>	<a href="#"><u>Delta Inspire</u></a>	<a href="#"><u>Ron Hess</u></a>
<a href="#"><u>Mohamed Abu Nar</u></a>	<a href="#"><u>Nader Nassif</u></a>	<a href="#"><u>Orange</u></a>
<a href="#"><u>Groundwork</u></a>	<a href="#"><u>EJB Statement of Practice</u></a>	<a href="#"><u>WoW Conference</u></a>
<a href="#"><u>Seif and Fadila Letter</u></a>	<a href="#"><u>Creativity CLT Class</u></a>	<a href="#"><u>Creativity CLT 2</u></a>
<a href="#"><u>Creativity CLT 3</u></a>	<a href="#"><u>Creativity CLT 4</u></a>	<a href="#"><u>Creativity CLT 5</u></a>





**ECTD**  
Egyptian Council  
For Training & Development



# CERTIFICATE

OF Appreciation  
This Award Certifies That

*Galal Zaki*

For outstanding performance and  
lasting contribution to

**Media Capacity Building Training Program**

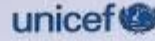
Organized by Egyptian Council for Training & Development

Part of the Effective Planning and Services Project (EPSP)

8th to 24th of August 2016

Rudy F. Runko  
Chief of Party  
Effective Planning and  
Services Project, EPSP

Hani Elias  
Program Director  
The Egyptian Council



الشركة القابضة لمياه الشرب والصرف الصحي  
تتقدم بخالص الشكر والتقدير

للاستاذ/ جلال زكي

على الدعم الفني الفعال والمشاركة بالخبرات التخصصية في مجال  
الاتصال ونشر الوعي لترشيد استهلاك مياه الشرب  
بالمسابقة الابداعية لطلبة كليات اعلام ٢٠١٧

مع تمنياتنا لكم بدماء التوفيق والنجاح

رئيس مجلس الإدارة

المهندس/ ممدوح رسلان



Service Above self  
They Profit Most Who Serve Best

*Certificate of Appreciation*

Rotary District 2450-Egypt



Hereby expresses its sincere appreciation to

*Galal Zaki*

for Supporting the Rotary Project with  
Cairo Governorate schools

H1N1 Awareness Seminars

October – November 2009

PP Nevjeh Abdelkhalek, PHF+3  
*Nevjeh Abdelkhalek*  
District Clubs & Programmes Support  
.....Coordinator (2009-2010)

Nijad Al Atassi  
*Nijad Al Atassi*  
District 2450 Governor 2009-2010  
.....



# Certificate of Completion

Presented to

*Galal Zaki*

in recognition of your attendance and successful completion of the

## WHAT IS NEXT IN MARKETING



*Philip Kotler*

PHILIP KOTLER

*15-16 October 2009*

DATE



## Certificate of Achievement

*Presented to*

***Galal Zaki***

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*In recognition of outstanding achievements*

*This 9th Day of March 2008*

*Nagwa Shoeb  
IPRA National Chair for Egypt*



Your Partner on the Ground



# CERTIFICATE OF APPRECIATION

This Certificate is Awarded to

**PERCEPTION**  
Communication

**In Recognition of Its Valuable Contribution  
and Outstanding Performance**

CEO signature

A handwritten signature in black ink, appearing to be 'M. Khan'.

Welcome  
to  
our  
World





***THE AMERICAN UNIVERSITY IN CAIRO***

&

The Institute of Management Development

Proudly Recognize

***Mr. Galal Zaki***

For his personal contribution to enhance the Advertising Education  
at the American University In Cairo

Dean of School  
Business, Economics & Communication

President of  
The American University in Cairo



# Certificate of Attendance

*This is to certify that*

**Galal Zaki**

*attended*

**3<sup>rd</sup> CSR Summit**

*17 – 18 September, 2006*

*Date*



*Institute for International Research*  
*The World's Leading Provider of Business Information*

*Director*

# Certificate of Attendance

*This is to certify that*

**Galal Zaki**

*attended*

**Post-Summit Workshop A**  
**Design & Implement a CSR Strategy**

*19 September, 2006*

*Date*



*Institute for International Research*  
*The World's Leading Provider of Business Information*

*Director*

# Certificate of Attendance

*This is to certify that*

**Galal Zaki**

*attended*

**Post-Summit Workshop B  
CSR Reporting**

26 September, 2006

*Date*



*Institute for International Research*  
The World's Leading Provider of Business Information

*Director*

# The University of North Dakota

**Galal Ibrahim Zaki**

having completed the Curriculum prescribed in the  
**Graduate School**

is admitted thru the authority vested by law in the State Board of  
Higher Education, the President, and the Faculties of the University  
of North Dakota to the Degree of

**Master of Arts**

with all the rights and privileges pertaining thereto.

Given at the University, Grand Forks, North Dakota, on  
this twentieth day of December, 1978.

*Graddine D. Clapp*  
President, State Board of Higher Education  
*Hunt J. Aem*  
Commissioner, State Board of Higher Education



*Thomas J. Clifford*  
President of the University  
*Millard Nelson*  
Director of Athletics and Records  
*William Johnson*  
Dean of the Graduate School



CENTRE for SUSTAINABILITY  
and EXCELLENCE

Let's globalize...sustainability !

# *Certificate*

*This is to certify that*

**GALAL ZAKI**

---

*Has successfully completed the*

***Institute of Environmental Management and Assessment***

***Approved CSR Practitioner Course***

***CSR Strategy and Reporting***

*Name of Trainer: Nikos Avlonas*

*Signature:*

*Registration Number ..033.*



- Photos

Award Winning Hall of Fame Students



**Minister Dr. Laila Iskandar and Top Orange Executives attending Hall of Fame Awards**



## Hall of Fame Presentations before Leading Agencies Judges



**Top Ministry of Tourism Officials attending Hall of Fame Presentations.**



Middle East Leadership Association (MELA) Workshop





**MELA Workshop Participants**



Ministry of Planning "Egypt 2030" Workshop Funded by USAID



**Top Takatof NGO Executive attending “Egypt 2030” Workshop**



- Videos

["RiseUp Summit 2014 - Egypt"](#)

Please Skip to Minute "12:34"



[Galal Zaki's Radio Interview with Idris Tawfiq on "A Life in Question"](#)



[Dr. Galal Zaki talking at Creative Industry Summit May 8, 2015](#)



[Galal Zaki Lecturing CLT Students](#)



[Rula Zaki Song for Egypt "External Service"](#)



[Rula Zaki Song for Suez Canal](#)



[Rula Zaki Interview with lamis El Hadidi](#)



[Rula Zaki Public Relations](#)



[Rula Zaki & Galal Zaki When You're Smiling ..... ضحكة حلوة رولا زكي ووالدها جلال زكي](#)



["To Fadia With Love"](#)



## **PERCEPTION AWARDS**

- **1994 Sila Best Commercial for 1993, RAC Research**
- **1995 Family Planning Campaign for State Information Service Gold Award for Best Public Service TV Spot**
- **1996 Gobar Foods Gold Award for Best Commercial**
- **1996 Sabeel Mineral Water Gold Award for Best Production**
- **1998 LifeScan (J&J) El Rameh Gold Award for Best Point of Sale material.**
- **1999 Mena Garden City AAAA Direct Marketing Award.**
- **2000 JSI, HM/HC on Anemia IAA El Rameh Gold Award for Best Public Service TV spot**
- **2000 Ideal Standard IAA El Rameh Gold Award for Best Print Ad.**
- **2001 Private Sector Program (POP IV) AAAA Golden Award**
- **2002 Private Sector Program (POP IV) Bronze Award for Radio Programs**
- **2002 EC Support to Population Program IAA El Rameh Gold Award for Best Public Service TV Spot**
- **2007 IAA Lifetime Achievement Award**



# PERCEPTION *News*

## IAA Award 2007



Galal Zaki Receiving Award

Galal Zaki, CEO of Perception Communication was awarded the Rameh IAA Lifetime Achievement Award for 2006 at the ceremony held at the Marriot Hotel on November 5, 2007.

Mr. Zaki has organized Advista international conference on advertising and marketing in the Arab World.

As Accreditation Officer for the IAA Diploma he also awarded the American University in Cairo the first diploma of its kind in the Middle East.

Mr. Zaki is currently Co-Chairman of the Corporate Social Responsibility (CSR) Committee at the American Chamber of Commerce.

He wrote, produced, and acted in several award winning advertising campaigns including Schweppes, Nestle Yogurt, Dilmah Tea, Mena Garden City Real Estate, and Sila edible oil.

After the terrorist attacks of 9/11, he wrote the song iLove the World. We Are Onei and produced it as a video message of love and peace from Egypt to the United States and the world.

Mr. Zaki has worked as advisor to the Ministries of Health, Environment, Tourism, Interior and Foreign Affairs

He also worked on such corporate accounts as: American Express, Arab African International Bank, Avon Cosmetics, British Airways, Chloride Batteries, Coca-Cola, Colgate-Palmolive, DANIDA, Egyptian American Bank, Hoover Vacuum Cleaners, Hong Kong Trade Development Council, Pizza Hut, Singapore Airlines, US Wheat, Visa Card, Xerox



Hassan Hamdy, President IAA & Taalat El Zouhri Head of Judging Committee. Handing Award to Galal Zaki



Actor Mahmoud Yassine, Pop Singer Tamer Hosny & Galal Zaki at Award ceremony



**OUR TWENTY  
COMMANDMENTS**

# PERCEPTION

C o m m u n i c a t i o n

1. **THINK CLIENT.**
2. **MUTUAL RESPECT & TRUST ARE THE KEY TO A PROPER WORKING RELATIONSHIP.**
3. **NO EXCUSES.**
4. **WHAT'S THE BOTTOM LINE?**
5. **WHO'S RESPONSIBLE?**
6. **THINK POSITIVE.**
7. **FOLLOW UP.**
8. **CHECK...CHECK...DOUBLE CHECK.**
9. **ATTENTION TO DETAIL.**
10. **UNCOMPROMISING.**
11. **DEADLINE.**
12. **KNOWLEDGE IS POWER...SHARE IT.**
13. **DO IT NOW!**
14. **DO IT RIGHT, THE FIRST TIME.**
15. **PLAN AHEAD. IF YOU DON'T KNOW WHERE YOU'RE GOING, YOU WON'T GET THERE.**
16. **IF YOU THINK IT'S IMPOSSIBLE, WHAT DO YOU THINK IS THE SOLUTION?**
17. **TWO WRONGS DON'T MAKE A RIGHT.**
18. **DOCUMENT. PEN AND PAD... USE THEM.**
19. **CYA.**
20. **THE BOSS IS ALWAYS RIGHT.**

