

Dr. Aliaa Rohaiem

Dr. Aliaa Rohaiem is a seasoned marketing and retail management leader with over two decades of experience across consulting, corporate leadership, and academia. She began her career in 2003 as a Marketing Consultant at Integrated Marketing Solutions (IMS), where she led the development and execution of integrated marketing strategies, media planning, product launches, and comprehensive marketing communication programs.

She later founded and headed the Retail Management Consultancy Unit at Solutions Consultancy, leading the practice for four years before transitioning to client-side leadership roles. Dr. Rohaiem held senior marketing positions with leading regional and international organizations, including Jotun Paints, Ideal Standard (Egypt & North Africa), and Panda International Retail. After launching her own retail business, she returned to the corporate world in 2023 as Marketing Director for Egypt and Africa at Jazeera Paints, and she currently serves as Marketing Director at GLC Paints. Alongside her corporate role, she remains an active consultant for brands across Egypt, Saudi Arabia, and the UAE.

Dr. Rohaiem holds an MBA with honors from the American University in Cairo, with a double concentration in Marketing and International Business, and an MSc in Marketing from Kingston Business School, London. She earned her PhD in Retail Management from Maastricht School of Business in 2019. Expanding her professional scope, she is currently completing formal training in psychotherapy and works as an executive coach under supervision.

Her consultancy experience spans a wide range of industries, including technology, banking, publishing, printing, paints, sanitary ware, security solutions, pharmaceuticals, FMCG, real estate, automotive, and logistics.

In addition to her corporate and consulting work, Dr. Rohaiem has designed and delivered numerous academic and executive training programs in areas such as sales, advertising, customer service, trade marketing, time management, marketing strategy, business strategy, consumer behavior, and retail management — her core area of expertise.

She is a certified trainer from the University of Wisconsin–Milwaukee (2009) and has served as a part-time professor at several institutions, including the American University in Cairo, Nile University, the German University in Cairo, the German International University, and Misr International University, alongside her executive leadership career.