

## Name: Dr. Dina El Kayaly



**Dr. Dina El-Kayaly's** background spans the fields of market research, performance management, strategic marketing consultancy and research in Egypt and MENA region. Her specific interest is in advancing an evidence-based approach in the development of marketing consultancies. Drawing on a broad range of experience including number of ministries, state-owned authorities and multinational corporations and management consulting firms. A graduate of Kuwait university with a degree in applied statistics, a masters in statistics from Cairo University, a master of business administration and a doctor degree form Maastricht School of Management.

She worked as Statistical Data Analyst & Performance Management Consultant at Ministry of Higher Education, Ministry of Manpower and Ministry of health and population in Egypt, Cairo, Egypt Consulting work in this area includes developing Mega key performance indicators' models reflecting strategies, tactics, and plans and other dimension requiring monitoring.

She headed Marketing Research Division at Solutions Consulting and then joined KPMG a Regional Market Research Manager. She led her team of researchers to draft research-based strategies helping her clients to understand and interact with their target markets. She also performed impact assessment, strategies, market research, and communication strategy serving private and public sector entities. **She is interested mainly in fields related to B2B.**

Dr. EL Kayaly's main research expertise and interests relate to the transition to a circular economy within the context of Sustainable Development Goals (SDGs). She also has strong professional expertise on issues relating to setting strategy and measuring impact.

Her academic research practice is complemented by his experience of working as sustainable development consultant with many remounted entities. Dr. El-Kayaly academic research included publications and conference presentations on Big Data and decision-making process, sustainability practices, CSR supporting SMEs, competency assessment, entrepreneurship, customer loyalty and satisfaction, knowledge management, Six Sigma and improvement, strategic management, international business.

She is currently an Adjunct Faculty of New Giza University, school of Business and Finance, Egypt and Faculty at School of Continuing Education – American University in Cairo

She participated by writing a chapter in book titled “Hydrocephalus: What do we know? And What do we still not know?” Edited by Prof. Dr. Ahmed Ammar. She also participated by writing a chapter in book titled “Industry Clusters and Innovation in the Arab World”, her chapter was titled “Formation of Agricluster on the Priority of Including Small Farms: Case From Egypt “. This book was published in 2023 by Emerald Publishing Limited.

She also actively participated in writing a chapter titled “Ethical Challenges for the future of Neurosurgery” which is currently under publication.

Besides publishing more than 18 articles in reputable scientific journals, participated in many international conferences and gave 500+ hours of professional training.

## Position

She is the Principal Consultant at CSR Arabia a leading consultancy in the field of CSR and Sustainability in MENA region.

She is the Principal of Marketing at DAAM Group, a company focusing its consultancy services to SMEs in MENA region.

She is also the Head of Marketing and Market Research at EDGE for Training and Consultancy, a leading consultancy firm serving the MENA region.

Dr. El Kayaly was selected to be one of the 50 most influential Women in Egypt in 2021



Dr. El Kayaly is Egypt Chair for CSR by G100: Group of 100 Global women Leaders – CSR Wing, starting December 2025 (Country Chairs Corporate Social Responsibility (CSR) Wing - G100 | Group of 100 Global Women Leaders)

