



Prof. Dr. Omar Aly Ramzy

Throughout Prof. Ramzy's career, he formulated, implemented, and evaluated various educational policies (focusing on embedding ESD in a number of diversified curricula over the last ten years) at regional, sub-regional, national, and community levels. Prof. Ramzy led the drafting of the entire curricula of the Faculty of Business and Economics and the Core Program at Heliopolis University for Sustainable Development 2011-2012. The curricula were approved upon initial submission by the Egyptian Ministry of Higher Education shaping the future of Heliopolis University students in Egypt and around the globe. It is worth mentioning that the core program curriculum is based on arts, movement or dancing, fine arts, poems, philosophy, humanities, and languages.

Prof. Ramzy also provided strategic, technical, and organizational guidance to the Children's University initiative that is taking place since 2015 in all Egyptian governorates working with multiple teams representing the higher education sector, policymakers, and researchers representing the Academy of Scientific Research and Technology resulting in formulating the curricula of the Children's University and implementing the initiative in around 30 private and public universities from all over Egypt. Whereby, the main aim of the Children's University initiative is to construct the kids' minds toward the realm of sustainable development. On another note, Prof Ramzy also took the positive initiative to introduce an international master's program in ICT for ESD. This program is currently accredited by the Egyptian Supreme Council of Universities. As an initiator for the establishment of the Center of Excellence for ESD at Heliopolis University for Sustainable Development based in Cairo, He is currently working on a number of projects that focuses on blending the SDGs' concepts, policies, and values in the higher education

curricula as well as the schooling systems. Throughout the center work, Prof Ramzy launched the ESD (Capacity Building Program) for Heliopolis University staff. The purpose of this initiative is to develop the teaching methodology which is by definition to sustain the progress of the ESD path.

Prof. Ramzy is a Fulbright Scholar in the U.S.; he conducted research, published several papers, and lectured as a guest speaker at Penn State, George Washington, and Kutztown Universities. As for the curricula development and fine-tuning he significantly contributed to the development of the Reorient University Curricula to address Sustainability (RUCAS). Furthermore, prof Ramzy participated in developing the schooling toolkit curricula of Education for Sustainable Development beyond the Campus (Edu Camp I & II). These projects were funded by the Erasmus Plus program and the GIZ.

He served as well in building the curricula of the Development of M.S.c program in Climate Change, Sustainable Agriculture and Food Security Project, and the Climate Change and Sustainability policy program. He visited and lectured at a number of European and regional universities like Ireland, Greece, Germany, Britain, Austria, Lebanon, and Jordan.

Prof Ramzy specializes in new and emerging Marketing fields like Green Marketing, Social Media Marketing, Retailing, Digital Marketing, E-Commerce, Consumer Behavior, Place Branding, Strategic Marketing, and Consumer Behavior. He published several papers in international journals like the European Business Review, the Global Business Review, Sustainability Accounting, and Management and Policy Journal; and has written many marketing cases based on Middle Eastern organizations in Marketing Management (Arab World Edition) by, Kotler and Keller. He also co-authored Prof. Noel Capon in Managing Marketing in the 21st Century textbook. Prof Ramzy is particularly interested in gathering between western and eastern cultures and engaging with students around the world in inter-cultural dialogue. On another note and as a Marketing professor he has published diversified publications addressing the sharing economy theme and other green principles.

Throughout his career, he focused on blending academia with practice and gained significant experience through his work at Procter & Gamble. Previously, prof Ramzy also served on a joint United Nations Development Program (UNDP) and the Egyptian Ministry of International Cooperation (MIC) task force to monitor Egypt's trade and investment transition from a planned socialist economy to a liberal free market economy. The World Bank and the International Monetary Fund in particular, and the development literature in general have recognized these efforts as a major success.

Being a strong advocate of partnerships and up-scaling, coordination, and cooperation with various international development organizations both inside and outside Egypt, prof Ramzy has worked closely with the GIZ, USAID, UNDP, EU, Erasmus Plus in many joint activities building

capacity of social partners, policy formulation and advocacy, and enterprises development for youth while promoting gender equality, social economy, green jobs and inclusion in all initiatives.

Prof Ramzy has contributed to a number of international conferences, these include (The Practice of Trade Policy: Economics, Negotiations, and Rules — John F. Kennedy School of Government, Harvard University; and Innovations in Capacity Building for Planning and Managing Local Services for Development School of Policy, Planning, and Development, University of Southern California. As such, he was awarded a Certificate of Honorary Citizenship from the State of Maryland for his performance in the Economic Reform and Project Efficiency program.

Finally, being currently the Dean of Faculty of Business and Economics and managing several ESD initiatives provides him with a competitive edge and an exceptional ability to familiarize himself quickly with new environments, integrate into new teams, cultures, technical contents, and institutional arrangements, and his strong networks in the region and beyond round up his profile to address the climate change and ESD study in the region.