



From Vision to Reality: Dr. Audai Altaie's Impact on the Business World

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[Dr. Audai Altaie](#) is a seasoned Marketing and Business Development leader with over two decades of experience, specializing in B2B channel sales, business development, and product management. His career has spanned leading roles in global organizations, where he has consistently driven market expansion, innovative strategies, and substantial growth across the Middle East and beyond. Known for his visionary leadership, Dr. Audai has leveraged his expertise in technology and consumer electronics to steer market-driven strategies that enhance product lines and channel sales.

Mastering the Art of Business Development: Dr. Audai Altaie's Journey

Currently serving as the Regional Business Development Manager at GCG Enterprise Solutions in Dubai, Dr. Audai Altaie has successfully led numerous lead generation projects and launched new product lines across the UAE, Oman, and Saudi Arabia. His leadership has been instrumental in enhancing market presence, reaffirming his ability to drive business growth through strategic market research and collaborative leadership.

Prior to this role, Dr. Audai worked as a Business Consultant at Strategy Sphere, where he helped clients achieve significant revenue growth and operational efficiency improvements. His entrepreneurial spirit and commitment to innovative solutions were further exemplified during his time as Business Director at 3KingZAppZ in Canada, where he consistently exceeded growth targets and spearheaded major lead generation initiatives on an international scale.

Dr. Audai's career also includes senior leadership roles at globally recognized organizations such as LG Electronics, Samsung Electronics, and Canon Middle East, where he played a pivotal role in driving business development, channel strategies, and product innovation. His extensive experience in these industry giants solidifies his reputation as a

leader with a proven ability to create impactful strategies and foster successful partnerships.



I have demonstrated the ability to lead and manage complex projects, motivate teams, and make data-informed decisions to achieve organizational goals.

*"My Doctorate has empowered me into thinking strategically & leading large teams effectively resulting in higher output!"
Thanks EIU-Paris!*

*Dr. Audai Altaie, PD EIU-Paris 2024
Regional Business Development Manager
GCG Enterprise Solutions, UAE*

EIU-Paris Doctorate Degree in Design Thinking & Innovation Management

The Innovator: Dr. Audai Altaie's Transformative Approach to Business

Dr. Audai holds a Professional Doctorate in Design Thinking and Innovation Management from the European International University and an Honorary PhD in Business Strategy and Development from Thames International University. His academic foundation, coupled with professional certifications in project management, agile coaching, and digital marketing, positions him as a thought leader in innovation management.

"Through my research at the European International University for the Professional Doctorate in Design Thinking and Innovation Management, I have delved deeply into innovative problem-solving frameworks and strategic thinking. This journey has not only enhanced my ability to foster creativity in business solutions but also provided me with practical tools to lead transformative change. My research has sharpened my focus on designing impactful strategies that drive sustainable innovation in today's evolving markets."

Dr. Audai Altaie

Fluent in both English and Arabic, Dr. Audai's cross-cultural awareness and relationship management skills have been pivotal in establishing key partnerships and maintaining long-term client relationships. With an unwavering commitment to professional development, Dr. Audai continues to push boundaries and drive innovation in every aspect of his career.



Dr. Audai Altaie, PD EIU-Paris 2024
Regional Business Development
Manager GCG Enterprise Solutions,
UAE

"In today's digital age, innovation is no longer an option, it's a necessity. Businesses must embrace technology and data-driven insights to stay competitive and thrive."

"Exhilarated and accomplished! The journey with EIU-Paris has been challenging and rewarding, and I'm feeling incredible after achieving this goal to have earned a doctorate in Design Thinking and Innovation management"

Dr. Audai Altaie

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[Prof. Dr. Joel Farnworth](#) Dean of Business & Management Faculty EIU-Paris

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