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Dr. Lance E. de Masi serves as President and Assistant Professor of Marketing Communications at American University in Dubai. Dr. de Masi serves as President of the UAE Chapter of the International Advertising Association (IAA). His career bridges experience as an academic and practicing communications professional. Prior to joining the American University in February 1997 as its Dean and Assistant Professor of Business Administration and Humanities, Dr. de Masi held various high-level management positions in the US, Italy, Spain, Cyprus, the UK; and most recently, Dubai with the IMPACT/ BBDO advertising agency, where he served for six years as Executive Vice President/Chief Operating Officer. He taught part-time at the University since its opening in 1995. Dr. de Masi's articles and speeches on marketing and advertising-related disciplines are noteworthy for their candor, insight and passion for subject areas to which he has dedicated numerous years of ponderous consideration. He serves as Member of Governing Board at American University in Dubai. Dr. de Masi holds Bachelor of Arts degree from St. John Fisher College and Master of Arts and Master of Business Administration (Marketing) degrees from Indiana University where in the mid-seventies he was an Associate Instructor. Dr. de Masi received his Doctorate of Humane Letters from Schiller International University. In 1997, he was granted a Doctor of Humane Letters degree by Schiller International University.