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Graduated from Faculty of Science, Alexandria University, subsequently he got M. Sc. in nuclear physics, and Ph.D. in Atomic Transport from Vienna University of Technology. He acted as Tutor, University Assistant and Associate Professor in Alexandria University, Cairo University, International Centre of Theoretical Physics-UNESCO, and the UCLA.
Dr. Reda began his association with the industry, in 1984 with Siemens, where he achieved several promotions, e.g. project leader, manager of Competence Centre Systems Engineering, marketing manager and marketing director. In 2001 Dr. Reda was nominated as ICN marketing head in Austria for the Siemens ICN Group
In these positions, Dr. Reda initiated and promoted several marketing-oriented researches in cooperation with the industry and different universities. He produced and published numerous market analysis/papers dealing with driving potentials and future trends in Information Communication Technology, business opportunities, economical and technological scenarios. Currently (2008) Reda has more than 90 publications in international journals and conferences.

Dr. Reda acted as conference chair, member of stirring committees, advisory committees, keynotes and invited talk's speaker in numerous international conferences for IEEE, IARIA, IFIP, IASTED and WASET. He is acting in editorial boards and evaluation committee's of a number of international journals and organizations e.g. IEEE & EU C.

In 2002 he was elected as the vice chair for the SmartNetworks working group International Federation for Information Processing IFIP. In 2005 he was nominated as Chair of Scientific Marketing Board of The International Academy, Research and Industry Association (IARIA).

By the end of 2005, he established the enterprise "Information Communication Technologies", with focus on business oriented innovations and future technologies in Communication Networks, Wireless Communications, Security and Sensors Technologies.

In 2007, Together with 3 of the top 10 European Telco's, leading Universities and Research Institutes in Europe, Dr. Reda established the European Security and Trust Experts Alliance "ESTEAlliance", http://www.estealliance.com to provide large scale solutions for security authorities and governments

In cooperation with UPMC, University of Oulu and Cairo University, Reda is currently supervising a number of Dr. Thesis on three main areas: 1) High Performance Wireless Networks. 2) Infrastructure &Network Security including Advanced Sensor Networks & Video Surveillance and 3) The Future Internet.