

Interview Transcript

Interviewer: Malak El Husseiny

Interviewee: Dina Naeem

Dates: 28/02/2013
02/03/2013

Location: Interviewee's office
Le Meridien hotel,
El Remaya Square, Giza.

College: The American University in Cairo

Date completed: 02/03/2013

28/02/2013

Persons present: Dina Naeem
 Malak El Husseiny

Husseiny: Hi uh, can you tell me your name?

Naeem: My name is Dina Naeem.

Husseiny: And how old are you?

Naeem: I'm 41.

Husseiny: Uh, so what is your place or area of residence?

Naeem: I live in Garranah compound in Cairo Alex road; it's in front of City View.

Husseiny: So, I understand that you work in marketing and PR, can you tell me your title exactly?

And what does your job require of you?

Naeem: I'm actually the area director of public relations of Starwood hotels and resorts in Egypt.

The company is managing currently two brands in Egypt, Sheraton and Le Meridien.

Husseiny: Very interesting, so what did you major exactly in college so that you would be able to work in that?

Naeem: Nothing actually I majored in psychology and uh I worked with my psychology and I didn't like it actually. So I did a Master's degree at AUC in marketing and public relations and I found this job about 13 years ago and here I am, I'm the area director.

Husseiny: What didn't you like working in the field of psychology, what made you choose marketing and PR instead?

Naeem: No, I didn't choose marketing and PR it was a mere coincidence. What I didn't like about the psychology is that it's very hectic, it's very depressing and I took my job very personal so it was a headache everyday so I decided to quit. Then I found a vacancy in PR and I applied, I got accepted and I took it from there.

Husseiny: So you only did your Master's degree because you found that job, or did you decide to do your master's degree before applying for the job?

Naeem: No, it was after applying for the job, I just wanted to learn more and to get to know what I should do.

Husseiny: Okay uh, did you have any dreams while you were a college student? A lot of people dream big while they're in college, so can you tell me your dreams and aspirations as you were a student?

Naeem: Well, my dreams were not like inspiring but my whole life I wanted to be a plane attendant or something like that. I wanted to fly always and travel, but then I decided that I hate flying so I forgot about my dreams (laughs)

Husseiny: Uh okay, so what can you say that you're the most proud of in life?

Naeem: What do you mean, of myself or of something that happened, or of someone? I don't know.

Husseiny: Just something that you take pride in, any accomplishments or achievements?

Naeem: Yeah of course, what I did I'm very proud of myself because I started from scratch, from zero knowledge about PR and here I am after 12 years I'm managing, like I'm responsible for 11 hotels with the opening of the 11th property and another 4 to come next year. So, I'm really proud of where I stand right now.

Husseiny: Uh that sounds great, uh I can tell that you've had a long way to go so what are the most important lessons that you've learnt?

Naeem: I've learnt that sometimes you get to know that you have to do things you know nothing about, but if you have the courage and the will and teach yourself and be there, just be there and nothing is impossible. Being here in this position without having anything to do with pr and marketing, it requires a lot of hard work and experience and uh I think a lot of hard work as well.

Husseiny: Okay, so moving away from your job and what you do, I just want to ask you do you have a motto you live by, or like one value you live by and regard through life?

Naeem: Yes yes, it's very simple and it's very easy, it's like the Nike slogan I guess "just do it".

Husseiny: (laughs) Very precise. What would you like to be remembered by? How would you like to be remembered?

Naeem: Uh, a doer, I do things. My boss once told me "if you want things to get done just give it to Dina"

Husseiny: (laughs) Okay than you for your time and it was great interviewing you.

Naeem: Thank you, thanks to you.

