

Another Role Model to Follow

Laila Abdelkader,

a motivational example for a balanced work/life equation

In an era where questions are being directed to successful mothers with astonishing careers, on how they balance between work and social lives, we spotted Laila Abdelkader, a pioneer in Marketing & Sales, who has proven herself amongst few female real estate leaders in a male dominated field. With a powerful character and passion for marketing and sales, she is currently playing a spectacular role in leading the marketing and sales teams of SAMCRETE Development. We're set to dig deeply into her life for more insights.

Tell us about your start in the business world?

I started my journey in 1995 at I.G.I as a Marketing and Sales Executive and in less than two years, I got promoted to the position of Marketing and Sales Manager.

A few years later, I was appointed to the position of Deputy General Manager for Marketing and Sales in the same company, which was challenging to a great extent, especially when one seeks to play a balanced role with family and work.

How did you make it big in a male dominated sector? Especially being a working mother?

This was a question Laila answered determinedly: "I think a successful working mother has to have an attitude and I mean it in the most

positive way. You need to be self-confident and intelligent". She further added that holding the responsibility of sales and handling clients in the real estate business requires a variety of personal skills such as being patient, enthusiastic and most of all, charismatic. However, maintaining the correct work life balance still remains the biggest challenge for all working mothers.

"I strongly believe that time management and task prioritization when combined with the necessary passion are the ultimate keys to success" added Laila.

Holding your position being a real estate guru at SAMCRETE Development seems very glamorous, what actually goes on behind the scenes?

Working for Samcrete Development and handling its flagship project – Pyramids Heights Residences – seems glamorous to viewers yet at the same time it involves a lot of work behind the scenes.

There are a lot of non-glamorous steps involved such as preparations, collaborations, negotiations, early call times, working on weekends...etc. I always encourage my team to think out of the box and try to introduce

innovative and creative marketing ideas and non-conventional sales approaches. Viewers get to see the final product; but in order to deliver this product, it comes with major underlying effort. At Samcrete Development, we challenge ourselves to satisfy the client through contemporary home designs that best serve modern lifestyles.

Give us a glimpse on SAMCRETE development and its projects?

Samcrete Development is a subsidiary of the holding company, SAMCRETE, which was founded back in 1962 with a specialization in road construction, infrastructure and a multitude of feeder industries. From one project to another, SAMCRETE continued to be a pivotal player in the construction & development industries in Egypt. Samcrete Development current projects are "Pyramids Heights Business Park" and "Pyramids Heights Residences" with large land bank.

"Pyramids Heights Residences" is an integrated gated community in West Cairo encompassing an approximate land area of 400,000 m2. It is set in an ideal location, offering easy access to the city, fine dining, shopping, entertainment and the new museum.

Finally, what's your advice for young females aiming to empower themselves and advance their careers?

Speaking about motivation and personal traits, I advise young entrepreneurial females to follow their passion and do what they love most. Do it very well day in and day out. Your life must always have meaning and make a difference. Don't be afraid to lose or fail as there are no failures backed by hard work.

