



# After hours

Arabian Computer News delves below the corporate strategy to understand what really makes the region's CIOs and IT leaders tick. This month: Yasser Zeineldin, chief executive officer of Dubai-based managed services provider eHosting Datafort.

## How did you end up where you are now?

It's been an exciting journey. After spending 20 years working with multinational giants, such as Microsoft and AT&T, I joined TECOM Investments in September 2008.

I started as an executive director for business development, reporting to the group CEO, before taking on my current role as CEO for eHosting Datafort. I believe my journey has been blessed with success, an amazing learning opportunity. Throughout this journey, I maintained certain values and guiding principles: integrity, accountability, hardwork, challenging oneself, curiosity and learning appetite, as well as passion.

## How many people do you manage, and what is your management philosophy?

Typically, there are six to 10 people directly reporting to me at the most, but it has always been the size of the extended organisation that has varied throughout my career.

My management philosophy is hard to summarise in a few words. My personal philosophy is that problems and challenges are solutions and opportunities in disguise. I hire people with integrity, intelligence and energy, and can propagate that philosophy.

It can enable the team to capitalise on opportunities and address the challenges it faces while creating real value.

## What was your first computer, and when did you first use it?

I am not sure if anyone still remembers that version at all, but my first computer was called a Sinclair ZX Spectrum. I had it when I was at school, along with a tiny printer. This was in 1982! It was the size of today's netbooks or iPad.

## What is your greatest achievement?

Thankfully, I have had many achievements in life and throughout my career, but these are normal successes and achieved by many accomplished professionals. I would like to think that my greatest achievement is yet to come, though.

## What is your biggest mistake?

Not being able to capitalise on some disruptive technologies and business models early on. Although I can generally forecast trends with a relatively good hit rate, I find it hard to predict which individual companies will be the next Google, Facebook, Twitter or Apple, but I guess I am not alone in this dilemma!

## What is your fondest memory of working in the Middle East IT industry?

Many actually, as the pace of innovation in this industry is amazing. I must say that as a user of IT myself, the promise of information being available anywhere, anytime and on any device is finally becoming a reality.

## Which technology do you think will have the biggest impact on the market over the next 12 months, and why?

Tablets on the device side and cloud computing on the infrastructure side are poised to have the biggest impact on the market.

## What's the best way to deal with stress?

The best way to deal with it is to remember what life is about, count your blessings, and be ready for the worst case scenario. **ACN**

### GETTING PERSONAL

**Nationality:** Egyptian

**Number of years in the industry:** 24

**Favourite Food:** Anything fruit

**Holiday destination:** The Maldives

**Music:** Andreas Bocelli

**Dream Car:** I'd love to own a Ferrari 599 GTB Fiorano

**Gadget:** iPhone

**Movie:** The Pursuit of Happyness with Will Smith

**Piece of advice:** Be yourself because everyone else is already taken!

Would you like to take part in ACN's 'After Hours' section? If so, please contact: [ben.furfie@itp.com](mailto:ben.furfie@itp.com)