

PERSONALITY
OF THE MONTH

Abeer Alaa Deen



“We had received a Coca-Cola machine that was not working. While we were chatting next to it, Abeer heard us complain. She walked over, pulled out its map, stayed silent for twenty minutes, then pulled out her equipment and gear – and the next thing we knew, the machine was working. Her motto is that anything that has a circuit will work one way or the other.” Rateb H. Rabi

Women entrepreneurs have different traits than their male counterparts, but strikingly little is known about their innovative practices, especially in developing countries. Abeer Alaa Deen, known as Abeer Al-Natsheh, is one of the few female entrepreneurs in Palestine who has proven that she can defy the odds and the prevalent stereotype regarding women in Palestinian society and in the Middle East in general. You will easily find her wearing a worker’s uniform, holding a drill, welding metal, or climbing up to high elevations to install network lines. And once finished, she tells a joke that makes everyone smile.

Abeer Alaa Deen was born in 1983 as the second child in a family of nine. Born and raised in Jerusalem, she was the first woman in Palestine to get the ComTIA A+ Professional

Computer Hardware and Software Maintenance Certificate after a BA in computer science with a minor in business administration from Al-Quds University, Abu Dis, south of Jerusalem. She is currently obtaining her master’s degree in computer science from Al-Quds University.

Abeer Alaa Deen’s career path has been anything but straightforward. Driven by the urge to play a role in helping to heal the harm caused to her nation, she has worked for humanitarian missions first as an accountant and administrator at the Italian Consortium of Solidarity, then as financial manager and administrator at Oxfam Solidarity Belgium. As Abeer believes in using a non-violent platform for change, she has volunteered since 2006 for OneVoice Palestine, also participating in its program to become a community leader. In 2009, along with her other engagements, Abeer established Art Line in Ramallah, and for two years produced media content on CDs. She is only able to accomplish everything through getting by on little sleep and using vacations to volunteer.

In 2013, she started working as a program manager for Elamona for Media Research and Development in Ramallah, which promotes tolerance and mutual understanding within Palestinian society. Next, she worked as a computer systems engineer for the F. Abu Ghoush Engineering Ltd. firm, where from 2014 to 2015 she held a full-time position and established a computerized system for quality control in road construction to complete section 4 of Highway 6 in northern Israel. The system has since been adopted for other projects, and since

November 2015 the company has a service contract with Abeer’s new business, My Pink Electronics.

Her ongoing involvement with OneVoice Palestine has led her to participate in conventions as far as Jordan, Lithuania, Spain, Brazil, and the United States, and has brought her in contact with Leaders Quest and with the Business Women Forum, Ramallah, through which she received training that helped her to write a business plan that in 2013 won a competition and was crucial in establishing her business.

In 2014, My Pink Electronics was registered and funded by Abeer’s monthly income until it kicked off in November 2015. It has now eight projects and assigns seven women on tasks under various categories of IT, Web design, social media, data entry, and maintenance and repair of computers, laptops, and smartphones. Abeer herself trains the women who join her Pink Team.

Abeer Alaa Deen likes the color purple but has chosen the name My Pink Electronics to indicate that her business, operating in IT as a field that has traditionally been dominated by men, has a feminine touch. She shrugs off amused and impressed comments on her working with such success in a male-dominated field – or suggestions that she look for a male partner. She loves coffee, and her work and her garden are the passions in her life. Living with and taking care of her grandmother, she gets up at five to challenge her daily life with a smile. A friend relates, “Abeer is always on time. She is fighting all sorts of bullying and stereotypes and she does not give up.”

Abeer Alaa Deen’s advice to young women? Get your hands a bit dirty; don’t be shy to venture into this field. It requires a gentle touch, concentration, and cleverness. It fits exactly who you are! You can work from wherever you feel comfortable, and you will see your accomplishments at the end of the day.

