



Dounia Boujrada

As I interviewed Dounia, I felt that her path had been traced for the longest time and that she was right now at the place where she ought to be. I will go even further and argue that she has earned the right to be where she is at. After her studies in Business Administration with a concentration in Marketing and Management, Dounia found a passion and pursued a master's in Marketing and Management, in France.

Oh Paris, croissant et pain au chocolat! Having the opportunity to study in France opened so many doors for Dounia and she was ready to experience it all. However, there was one issue:

People around her were skeptical about her future in France. "People told me that I wouldn't be able to get a job easily in France, especially as someone who is not from the country."

Those comments were the fuel that propelled Dounia to work harder until she proved them people wrong. She eventually got accepted into a multinational company in France, after her master's program. During her interview, it was mostly her soft skills and strong ability to communicate effectively that made her stand out from the crowd.

At her job, she was faced with the same situation, people questioning her abilities, especially when she had to manage extremely important projects.

"What was the thought process behind this, when they doubted your abilities?", was my question, knowing perfectly well that it must not have been a one-time situation.

"You have to do it", as fearless and courageous as it sounded, this was the right answer.

This reminded me of a quote from Brene Brown, researcher in vulnerability which goes like this;

"The credit belongs to the one who is actually in the arena, whose face is marred by dust and sweat and blood".

Vulnerability, as Brene described it, is the willingness to show up and be seen, with no guarantee of the outcome. For sure, the downside is that you are probably going to stumble, fall and get your ass kicked. However, it is the only path to more love, belonging and joy in life.

Dounia has risked being shown and seen. She has done so while working hard and consistently on her craft until she achieved what she wanted to achieve. My interview with Dounia made me realise that we should teach our girls to be more fearless and do what they love, no matter what. Dounia is the living example of someone who possesses grit, the passion and perseverance for long term goals.

Today, Dounia works as a Senior Product Manager in Dolidol, Casablanca.

Her message for female leaders is as follows;

“Believe in yourself, there’s no perfect person for the perfect job”

