

**Chapter 3 Political and Economic Analysis
Career Chatroom Career Profile**

Asal Masomi

President & CEO, Asal Masomi Entertainment, Inc.

Q What do you do at work?

A I organize celebrity-driven events to attract attention to ideals that make a difference. When I started my business, my main goal was to create a PR firm that worked with clients who were philanthropists—who had a message for the greater good. My clients, some of whom are recording artists and actors, ask me to organize events to get media attention. My first event was for a women’s clinic. I got involved in President Obama’s campaign because I felt the need to put all my expertise on the table and do something for this man. I organized the Black & White Gala to raise money for his campaign, and Countdown for Barack Obama, uniting leaders of diverse communities. After the election, I organized the Inaugural Purple Ball in Washington, D.C. My current projects include We The Children, which promotes a greater education system to advance children as future leaders and members of their communities; and This.Purple.America, a national movement to come together regardless of beliefs.

Q What was your first job in marketing?

A I started my career in film production. I moved to Los Angeles from Texas and got hooked up with a producer at MGM who was working on a movie about the classic Persian poet, Omar Khayyam. I was hired as a PA [production assistant], but since I am Iranian, I got to do research and other aspects of production. Later, I worked for a Persian TV network as an on-air host. I got into public relations working for a prominent Hollywood publicist. He taught me how to handle business relationships and organize classy events that best promote each client or film.

Q What skills are most important to you?

A Communication is everything. You need to know how to communicate in order to get the response you need, and to build and maintain relationships. Being organized and creative are essential, too. I can build an empire on my ideas and drive.

Q What is your key to success?

A Accountability. I like to hold up my end of the deal. What drives me every day is that I have a responsibility. It's not just about me anymore.