

EXECUTIVE SNAPSHOT



BRIAN LEWIS/THE GAZETTE

Roshan Alavi

Profession-business: Recently promoted to senior vice president and regional sales manager of mortgage lender Mason Dixon Funding in Rockville. For 12 years, Alavi was Mason Dixon's director of operations, directing the processing, underwriting and closing of all transactions.

Residence: Great Falls, Va.

Age: 44.

Family: Husband, Hamid; children, Cameran, 16, and Keane, 13.

Hobby: Skiing.

Last book read: "A Thousand Splendid Suns" by Khaled Hosseini.

Last movie seen: "A Disney movie with my son."

Next vacation spot: Thailand.

Latest accomplishment: "Contributing to Mason Dixon's expansion into Annapolis and Wilmington, Del., at a time when many other mortgage companies were going out of business or downsizing."

How she keeps fresh ideas coming: "I rely on several very fundamental 'activities' to maintain a creative perspective on this very dynamic field. I listen carefully to my customers, I pay close attention to how people around me treat others and I read everything I can get my hands on about the mortgage industry, dealing with both current activities and projected future developments."

Quote: "Don't forget that working in a 'client service' business means 'you serve the client.' And if you're in a management position directing a lot of people, make sure you lead by example. It's the only sure-fire way of securing employees to buy into what you and the company are trying to accomplish."