

Consulting and Jazz

By Cindy Atoji

What do engineers do? Ask Kameelah S. Majied, and she'll tell you that an engineer can shoot for the stars and beyond.

"Engineers are thinkers, creators, developers. I'm a little biased, but I feel engineers can do almost anything," says Majied, who 10 years ago founded her own company, MYNT Strategies, LLC, where she is chief business strategist for manufacturing firms and corporate clients. The consulting firm is located near New York City. She is also a certified project management professional and serves as national finance chair for NSBE Professionals, the organization for the professional members of the National Society of Black Engineers.

Majied is a multitasking engineer with a can-do spirit. After graduating with a degree in mechanical engineering from Stevens Institute of Technology, she began her career at Bristol-Myers Squibb, designing packing equipment systems, such as conveyor belts, tablet and pill fillers, "any kind of machine that you can imagine that is needed to put together, for example, a bottle of aspirin, whether it is the cap or the container," she explains.

She then ventured into the cosmetic and personal care industry as a package development manager in the Luxury division of L'Oréal USA, earned a master's degree in management science from Stevens then went on to work at Limited Brands, the parent organization of several well-known companies, such as Bath & Body Works and Victoria's Secret. It was there that her world really opened up, says Majied: she had the opportunity to work on many different brands and create many packaging innovations.

Like many engineers, Majied has had the opportunity to travel, including living in Puerto Rico for 18 months.

"I always said that I would love to live



Kameelah S. Majied, business owner, artist and engineer



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and travel somewhere else," she says, "but (I) didn't really realize what it was truly like to do business across borders until I experienced it for myself."

Majied says she not only learned to form business relationships in Puerto Rico but also explored the country's beaches and tasted the *cocina criolla* cuisine.

Majied doesn't explore her creativity only through engineering. The 38-year-old central New Jersey resident is also a popular jazz and blues vocalist, composer and instrumentalist with a "voice like velvet," according to one music reviewer. Her consulting company, MYNT Strategies, also does performing and arts management, and she has guided other

musicians through the process of copyright and music publishing.

Majied grew up in South Jersey. When a speaker came to her high school class one day to talk about engineering, she scoffed, along with the other students: "An engineer is a train conductor! Why would we want to do that?" But as she began to learn more about the field and did fun projects, such as designing parachutes and creating bridges out of straws, she realized what she knows today.

"Engineers touch, think, explore and ask questions," she says. "They are like people who see a sign in a children's museum that says, 'Please touch.' If you can say to yourself, 'I wonder. Hmmm.' That is engineering." ■