

# Zia Uddin Mahmud

## Senior Leadership | Author | Leadership Coach | Management Consultant



With over two decades of professional experience, Zia Uddin Mahmud is a seasoned expert in Strategic Business Operations, Product Development, Customer Experience, and Human Capital Development. His career spans diverse industries, including RMG, Merchandising and Product Development, F&B, Petroleum, Training and Consulting, Telecommunications, and Information Technology.

Zia has worked in local enterprises, international markets, and Fortune 500 multinationals, bringing a unique blend of global insights and operational excellence. His notable professional journey includes key roles in organizations such as Summit Communications, S@ifur's, Careers Hub, Li & Fung, VF Corporation, and Mosat Group (Malaysia).

Currently serving as **Group COO at Creative Business Group**, Zia oversees eight diverse business units, including South Asia's leading IT training institute, Creative IT Institute. His portfolio also spans BPO, digital production, software development, UI/UX design, video production, interior and exterior design, and EdTech solutions. Additionally, Zia serves as the **CEO & Lead Facilitator at the Academy for Technology and Leadership (ATL)**, focusing on empowering professionals through technology-driven leadership and innovation.

### Education & Certifications

- **MBA** specializing in Leadership Management and IR, Malaysia.
- CXO Leadership in **Advance Program in Technology & Ai Leadership**. IIT Delhi.
- Perplexity **AI Business Fellowship**.
- Certified Neuro-Linguistic Practitioner.
- Certified Empowerment Life Coach.
- Certified Professional Learning Facilitator ( Mastery).

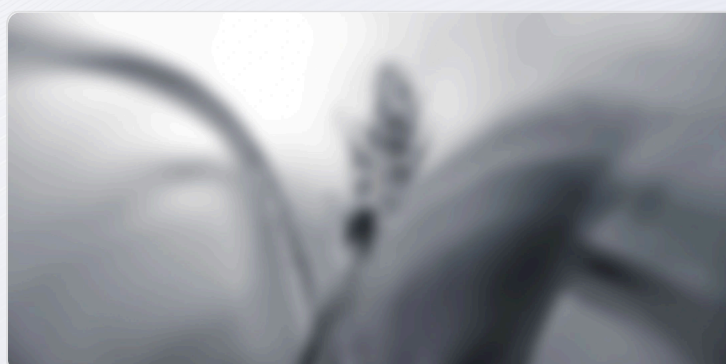
### Training Impact

**4,000+ hours of facilitation** empowering professionals and aspiring leaders to unlock their potential.

- Guided the growth of **2,000+ corporate employees** and inspired **10,000+ young learners and external trainees** through transformative programs.
- Designed and delivered **30+ senior leadership initiatives**, shaping future-ready leaders for dynamic industries.
- Engaged with **30+ universities and colleges**, mentoring students, building career pathways, and igniting entrepreneurial mindsets.
- Passionate about **youth mentoring**, creating platforms where young people can develop confidence, skills, and vision to thrive in the future of work.

### GROWEX Coaching Model & Publications:

Zia's proprietary coaching model, [RISE](#), and [EXCEL](#) framework is designed to empower leaders by equipping them with the tools to become effective mentors and coaches, fostering growth and excellence within their teams and organizations. As the author of '[Mentor@Backpack](#)' the first Bengali book of its kind, Zia has also contributed significantly to the field of mentoring by providing practical guidance to aspiring leaders in the Bengali language



 [leadwithzia.com](https://leadwithzia.com)



#### **RISE & EXCEL Frameworks – Pathways to Transformative Leadership**

In today's rapidly changing world, leaders need more than just technical skills—they need frameworks that help them grow, act with clarity, and inspire...

# Training & Consultancy Domain:

## Training

- **Leadership Mastery** - Inspiring teams, driving vision, and shaping future-ready leaders.
- **Strategic Operations** - Streamlining processes for efficiency, scalability, and sustainable growth.
- **Customer Excellence** - Building trust, loyalty, and unforgettable client experiences.
- **Change Management** - Navigating transformation with agility, resilience, and innovation.
- **Organizational Development** - Designing structures, cultures, and systems for long-term success.
- **Mentoring & Coaching** - Empowering individuals through guidance, reflection, and growth.
- **AI Leadership** - Leading in the age of Artificial Intelligence with insight and adaptability.

## Consultancy: Insight to Impact

- **HR & Talent Assessment** – Identifying, nurturing, and aligning talent to organizational goals.
- **Organizational Development (OD)** – Building strong structures, culture, and systems for sustainable growth.
- **Process Excellence** – Streamlining workflows to boost efficiency, agility, and cost-effectiveness.
- **Organizational Transformation** – Driving large-scale change with strategy, resilience, and people-centric approaches.
- **Customer Experience (CX)** – Designing customer journeys that build loyalty and create brand advocates.
- **Digital Transformation** – Leveraging technology to modernize operations and enhance competitiveness.
- **AI Transformation** – Helping leaders harness artificial intelligence for smarter decision-making and innovation.

## Training & Consultancy Engagements:

ACI Logistics, Godrej Bangladesh, Centro Tex, Dewhirst Group, Summit Communications, BRAC Bank, Meghna Bank, Grameenphone, National AgriCare, Delta Pharma, International Homeware, Triangle Internet, Auto CropCare, BRAC HCMP, Save the Children, EDISON, and many more

Training programs include both dedicated batches for specific organizations and public sessions with participants from multiple institutions. Consultancy services, however, are offered exclusively on a dedicated basis.



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