

TEACHING WITH HANDS - ON EXPERIENCE

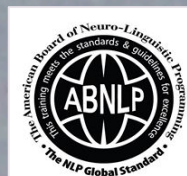
- HRDF Certified Trainer
- CPC (Int. Coach Fed)
- Certified NLP Practitioner and Coach (ABNLP)
- Speaker for Islamic and Conventional Banking/Finance
- Equine Assisted Motivator
- MBA (The Nottingham Trent University, UK)
- DBS (UiTM)
- AIM (Manila)



Recipient of Melaka State's awards (Darjah Mulia Seri Melaka and Darjah Seri Melaka) for consistent contribution to society by the Governor of Melaka State, Malaysia.

Datuk Zainal Abidin Hj Mohamed left the banking sector recently and today, as a corporate trainer and entrepreneur, he has helped clients from all walks of life to discover success...

dza@dzainal.com



Zainal Abidin brings over almost 3 decades of experience helping corporate organization, business executives and aspiring entrepreneurs discover success. A qualified senior management professional with significant experience in managing branch operations, corporate business transactions as well as business acquisitions for corporate/ institutional, business and retail banking, having 30 years' track record in the banking and finance sectors, for both, Islamic and Conventional.

Zainal Abidin brings a strong and unique business knowledge that is demonstrated through his extensive experience as a high-ranking ex-banker. Started his career in banking sector way back in 1985 when he was recruited as Credit Officer of the local bank before to join Arab-Malaysian Finance Berhad in 1989. He was a Regional Manager and Branch Manager of Ambank Berhad and Arab-Malaysian Finance Berhad (Now known as Ambank Bhd) respectively for many years .Here, he helped managed and trained more than 400 staffs on various areas, sales, credits, merger –integration, collections, customer service, he developed strategies on how companies (branches and regions) see return on investment. Managed strategic & operational aspects of branches in the region aimed at enhancing organizational bottom lines by streamlining business strategy/ sales operations, credit management and optimizing operating overheads.

After his promotion to Senior Vice President /General Manager, his accountability includes

Implementing Business Strategies

- Established strategic partnerships for enhancing business growth/ market penetration at the Head office and branches within the region across the Group
- Managed strategic & operational aspects of all business centre, aimed at enhancing organizational bottom lines by streamlining business strategy/ sales operations and optimizing operating overheads
- Ensured availability of local & international market intelligence to enable strategic decision making by the senior management team

Business Development

- Identified & developed business targets for accomplishing business, corporate financing & SME growth aligned to Group's objectives for Islamic banking
- Defined/ communicated business plans across the group for effective implementation
- Instrumental in launch of various schemes as Chairman of the Scheme - Shariah Compliant SME Financing Scheme (RM2.00 Billion allocated by participating banks for eligible Malaysia SMEs with the Government of Malaysia paying 2% of the profit rate charged on financing); Shariah Compliant Commercialization Innovation Fund (CIF) (RM500.00 Million allocated by participating banks to finance eligible Malaysian companies for Shariah compliant innovative products/ services in the commercialization stage with the Government of Malaysia paying 2% of the profit rate charged on financing)
- Enhanced business growth for Islamic banking products encompassing domestic market & ICBU (FEC, Foreign Currency Account, Foreign Currency Trust Receipt and Foreign Currency Term Financing, Foreign Currency Ijarah and Foreign Currency MurabaTawaruq Syndicated financing)

Risk & Compliance Management

- Set up risk management parameters encompassing risk infrastructure, culture as well as re-engineering the bank's Islamic asset-liability management process for AmBank Group's Islamic banking
- Ensured compliance to Shariah parameters pertaining to financing/ liabilities across corporate/ institutional business, retail & transaction banking segments

Team Leadership

- Spearheaded team efforts in developing/ rolling out foreign currency Islamic Banking products for domestic and overseas market based on approval from Central Bank of Malaysia in the newly set up International Currency Business Unit (ICBU)
- Led team of business managers of other division in the Group for developing APEC client across government & GLC market segments encompassing Ministry and Local Government for central region (Kuala Lumpur, Selangor, Negeri Sembilan and Melaka)

Key Clients:

- Accountant General of Malaysia
- Syarikat Air Melaka
- Majlis Perbandaran Hang Tuah Jaya/ Alor Gajah/ Jasin/ Masjid Tanah
- Malaysia Airport Holding Berhad
- Majlis Amanah Rakyat (MARA)
- Permodalan Usahawan Nasional
- Malaysia Palm Oil Board
- Selangor State of Government and its Kerajaan Tempatan
- Perbadanan Tabung Pendidikan Tinggi Nasional
- Perbadanan Putrajaya
- National Farmers' Association (NAFAS)
- Melaka and Negeri Sembilan State of Government
- RISDA
- Port Klang Authority
- Lembaga Zakat Negeri Selangor
- Malaysia Registrar of Company
- Utusan Malaysia

Zainal Abidin left the banking sector in 2016, and today, as a corporate trainer and entrepreneur, he has helped clients from all walks of life to discover success. Every session is an investment and he focuses helping his clients to find the best return. His sessions are full of value and tailored an engaging, interactive and immersive experience. All invaluable experiences and his intercultural awareness were incorporated into appropriate training of various levels. This unique combination grants him to walk-the-talk and not just teaching without hands-on experience.....

