

# Abdulla Mahmood

**AM3ECOACH**

Engage. Educate. Empower.

# PROFESSIONAL BACKGROUND

Abdulla Mahmood is multiple award-winning corporate leader around **25 years** of UAE-based strategic business leadership experience in highly diverse B2B and B2C industries such as manufacturing, construction, real estate, retail, lifestyle, hospitality, F&B, entertainment, media, Ecommerce, supply chain solutions, SAS, start-ups and public listed entities across the EMEA, APAC and US markets.

Abdulla have played key leadership and advisory roles within MNCs- **BP's Fosroc** division, public-listed entity-**RAK Ceramics** and family-owned/private businesses such as **Tameer Holding, Freight Systems, Al Ahli Holding Group** and **BID LLC** working closely with top management towards developing business strategies to achieve organizational goals.

Abdulla has developed profitable sales & marketing strategies, game-changing branding and digital marketing campaigns, global brand partnerships and running profit centers in regional and international markets. Additionally, he was involved in developing successful strategies for start-ups across different market segments.

Abdulla is also a successful author of 2 children's book that include **Naas-the Brainy Falcon** and **Naas-The Brainy Falcon's Adventures**.



# COACHING EXPERIENCE

- **1000+ hours of leadership and executive coaching** with CXOs and senior management across highly diverse B2B and B2C industries in US, GCC and APAC regions
- **ICF (International Coaching Federation) certified PCC Coach**
- **Neuro Linguistic Practitioner (NLP)** certified & accredited by ANLP- Association for NLP
- Using NLP tools, Abdulla has developed his **3E coaching technique** that help to **ENGANGE** with your inner self, **EDUCATE** yourself on your core issues and **EMPOWER** yourself with the responsibility to move forward positively. The 3E coaching sessions have become the springboard for top executives to achieve a transformational and improved version of themselves.
- **Areas of expertise** include:
  - C-Level Leadership Coaching, Performance Improvement and Career Goal Setting
  - Business Operation Strategies with Short-Term and Long-Term Planning
  - Sales, Marketing and Creative Coaching to Achieve Objectives
  - Customer Experience and Retail Consumer Behavior Understanding
  - Motivation and Successful Team Building with Relationship Management
  - Work-Life Balance Goals
- **Subject Matter Expert** for ICF's Bias, Sensitivity and Linkage Workshop in Dublin



## COACHING

**Leadership**

**Executive**

**Entrepreneurship  
& Family Business**

**Work-Life Balance**

**Creativity**

## TRAINING

**Future Leadership**

**Communication**

**Sales & Marketing**

**Customer  
Experience**

**Soft Skills**

## WORKSHOPS

**Business Strategies**

**GTM & Marketing  
Strategies**

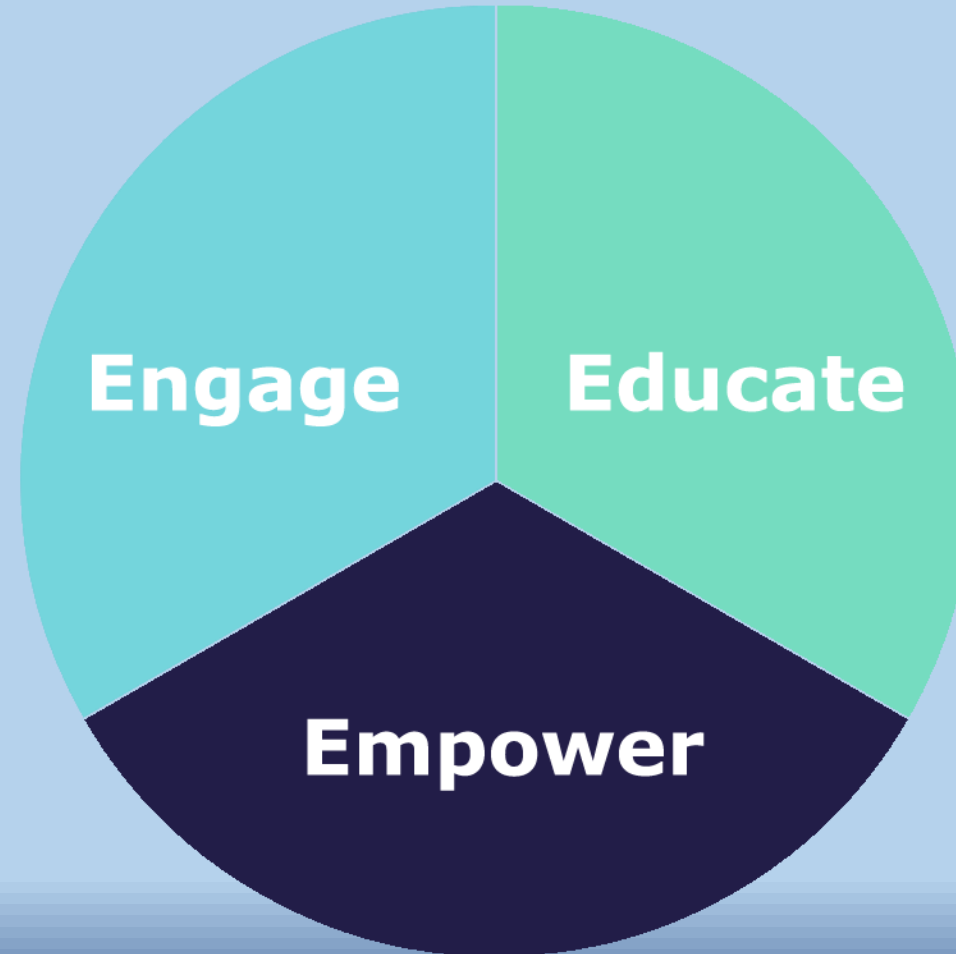
**Global Retail &  
Distribution Plans**

**Sustainability  
Plans- Reporting**

# NLP-BASED 3E COACHING MANTRA

**Certified NLP Life Coach** accredited by **International Coaching Federation (ICF)**  
**NLP (Neuro Linguistic Programming) Practitioner** accredited by **ANLP**

**1. Engage with your  
Inner Self**



**2. Educate yourself with  
Pros and Cons**

**3. Empower yourself with Positive Outcome**

# RAK CERAMICS HIGHLIGHTS

## MANAGEMENT SKILLS & GRI-BASED SUSTAINABILITY REPORTING PROGRAMS



# AL AHLI GROUP HIGHLIGHTS

## LEADERSHIP SKILL & SOFT SKILLS TRAINING PROGRAMS



## COMMUNICATION, SUPPLY CHAIN & TEAM BUILDING PROGRAMS



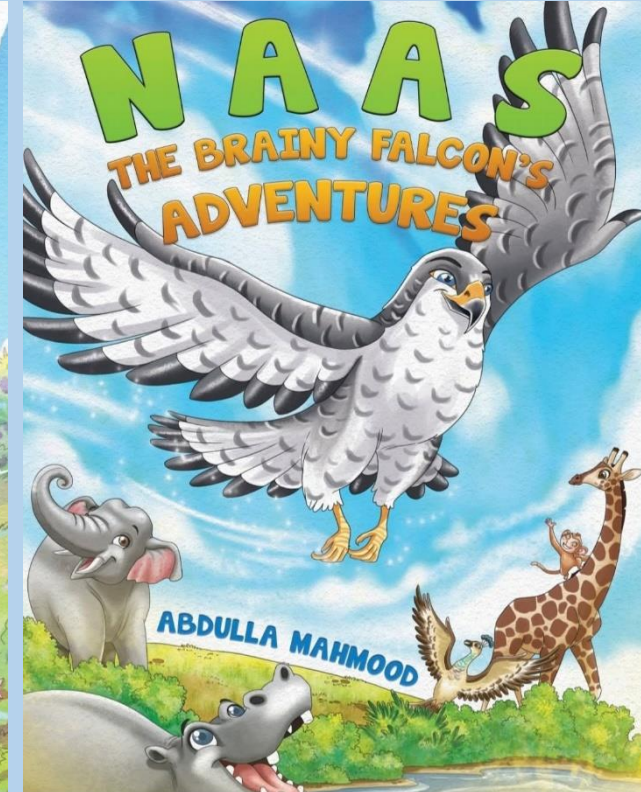
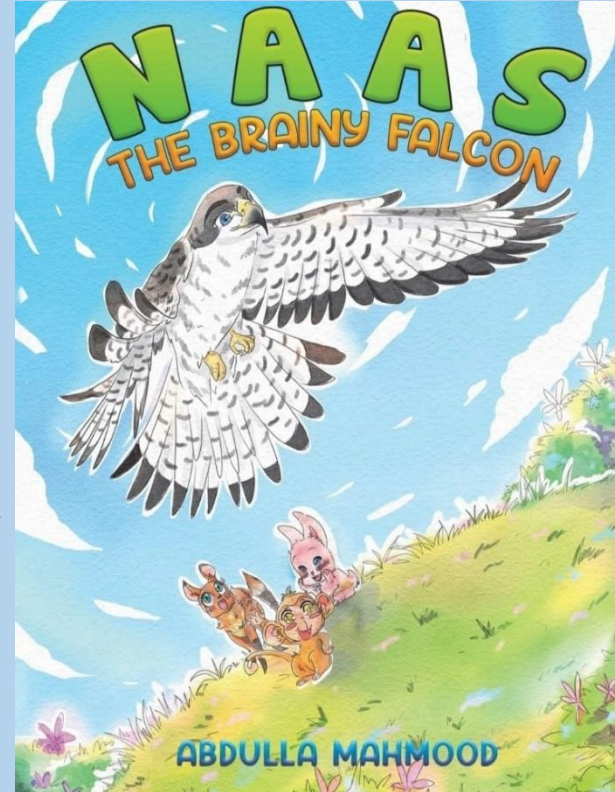
# BID LLC HIGHLIGHTS

## LEADERSHIP COACHING, COMMUNICATION & INTERPERSONAL SKILLS TRAINING



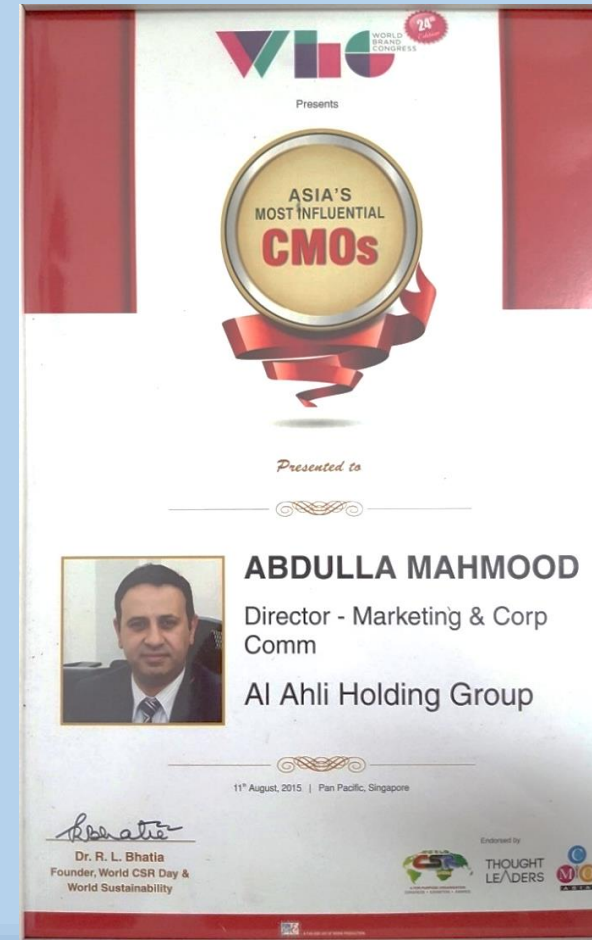
# AUTHOR- NAAS-THE BRAINY FALCON & NAAS-THE BRAINY FALCON'S ADVENTURES

- Author of 2 children's book targeting 4 to 9 years with messages on racism, inclusivity, tolerance, gender-equality, body-shaming, environmental issues, etc.
- One of the **best-selling children's book** during its launch at **Sharjah Children Reading Festival 2022**
- Naas-The Brainy Falcon's digital rights were acquired by **Scholastic** to be distributed in over 115,000 schools in US
- Offer **Creative Coaching** on Creating Original Content & Stories, Developing Characters and Visual Illustrations.



# AWARDS & RECOGNITIONS

- **Asia's Most Influential CMO- 2015** by US-based CMO Council, Dubai
- **Fantastic Achievement in Marketing Excellence** at **Asian Leadership Awards 2015**, Dubai
- **Asia's Marketing Professional of 2013** at CMO Asia Awards, Singapore
- **Asia's Corporate Communication Professional of 2012** at CMO Asia Awards
- Produced APAC's biggest pop-culture convention, **Asia Pop Comic Con**, Manila attracting around 60,000 footfalls over 3-day event from **2015-2018**
- Featured on **CNN with Marvel Creative** Head for creating unique event and digital content in partnership with Disney and Netflix.
- Collaborated with **Emirates Competitive Council** in developing industry-based best practice manuals and was part of private industry's think-thank for successful **Dubai Expo 2020 bid**
- **MENA Advisory Board Member** of World Brand Congress and US-based CMO Council



# AWARDS & RECOGNITIONS



**BEST BRAND – ALA AWARDS 2012**



**BEST B2B WEBSITE – UAE WEB AWARDS 2013**



**ASIA MARKETING PROFESSIONAL OF 2013**



**ASIA MOST PROMISING BRAND 2013**



**CUSTOMER ENGAGEMENT AWARD 2014**



**MARKETING EXCELLENCE AWARD 2015**

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