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Dr Zainol has been a training facilitator and management consultant to various organizations and business establishments in Malaysia and the region since 1990. He is a mechanical engineer (graduated from Oklahoma State University in the USA in 1989), holds an MBA in Total Quality Management (graduated from Newport University, California, USA in 1998) and Doctor of Business Administration (DBA) (in Evolutionary Process Change Management) from Universiti Utara Malaysia (2009).

His career background sees him serving in capacities as quality manager for a foreign multinational in Malaysia, managing director of a local outfit, and as an entrepreneur in a franchising business venture.

Professionally, he serves as a registered facilitator and consultant for various government agencies, ministries and in the private sectors. He is a certified professional trainer (CPT) by the American Management Association (AMA) and Malaysian Institute of Management (MIM). He is a much sought-after international speaker and trainer in **quality, leadership, management, organizational development, operations management, change leadership, strategic planning, personal and corporate branding, motivation, business process management, franchising, and performance management.**

In short, he offers solutions towards improving efficiency and effectiveness of people and organizations. Beside training and consulting activities, Dr Zainol also serves as panels and consultants for Small & Medium Enterprise Corp Expert Advisory Panel (SEAP), Malaysian Productivity Corp (MPC), and several other GLCs and government agencies. He also sits in the committees of experts and advisory panels for Ministries of Human Resource (MOHR) and Science, Technology and Innovation (MOSTI). He is also an Associate Member of the Institute of Bankers Malaysia (AIBM). He now seeks inductions into some international speakers' circles in his endless quest for excellence.

He facilitates workshops and training sessions on any topic about people and organizational development using his favored "Columbo" approach, coaching methods and now NLP techniques.

Dr Zainol is an Associate Consultant and Member of Malaysian Institute of Management (MIM).

