

Danayal Zia

Business Strategist & Executive Coach

Danayal Zia is a business strategist, executive coach, mentor, and scaling expert who advises founders, CEOs, and boards on building financial resilience, driving transformation, strengthening leadership, and achieving sustainable growth. Known for his commercial acumen and ability to provide an objective, external perspective, Danayal combines deep financial expertise with practical, results-oriented guidance that helps leaders navigate complexity and unlock value.

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Before moving into advisory work, Danayal spent more than 16 years with Standard Chartered Bank in London, New York, and Singapore, where he held senior positions managing relationships with some of the world's leading financial institutions, including Morgan Stanley, Goldman Sachs, and JPMorgan. His international banking career developed a strong commercial mindset and a rigorous, numbers-driven approach that continues to underpin his advisory work today.

Since 2016, Danayal has worked with businesses across a broad range of industries—including construction, engineering, architecture, renewable energy, software, AI, marketing, and eCommerce—helping leadership teams strengthen financial performance, improve governance, scale operations, and execute long-term growth strategies.

His work has delivered measurable business outcomes. He has led the transformation of an energy consultancy, helping increase revenue tenfold through strategic planning, financial dashboards, and disciplined cash flow management. He guided the operational and financial restructuring of a major construction company, resulting in 300% revenue growth over five years, prepared a renewable energy company for a successful sale through business systemisation, broadening revenue channels and improved financial controls, repositioned an eCommerce business leading to a 250% increase in profitability, and developed a scalable commercial strategy for a Generative AI company.

Alongside his advisory work, Danayal has coached and mentored senior executives from organisations including HSBC, Citibank, KPMG, Deloitte, PwC, EY, Siemens, ENI, and Olam. His coaching focuses on executive communication, leadership effectiveness, strategic thinking, board-level influence, and decision-making under pressure.

Known for combining deep financial expertise with practical commercial insight, Danayal helps organisations build resilience and move beyond incremental improvement to achieve sustainable, scalable growth. His ability to simplify complex business challenges, align leadership teams, and implement disciplined execution has made him a trusted advisor to ambitious companies navigating periods of change.

Away from work he is married and the proud father of three daughters—an Oxford graduate now at the London School of Economics, an undergraduate at UCL and a secondary-school student discovering her own path.