

OFFICIAL BIO

Suha Beidas Zehl, CMB®, AMSP™

Engaging. Practical. Actionable.

Suha Beidas Zehl is an 11x award-winning executive leader, 4x best-selling author, board advisor, and nationally recognized speaker with close to four decades of experience spanning financial services, mortgage lending, technology, business intelligence, higher education, and health research. She is the Founder & CEO of Z Technology Solutions, a boutique consulting practice that helps organizations unlock productivity and efficiency with technology and artificial intelligence to transform how they lead, serve and grow.

Suha currently serves as the Chair of the Florida Young Professionals (FLYP) network for the Mortgage Bankers Association of Florida, Technology and Education Chair for the National Association of Professional Mortgage Women (NAPMW), and Visionary Ambassador for the National Association of Minority Mortgage Bankers of America (NAMMBA). She is also a Board Advisor and/or Brand Ambassador for leading FinTech partners including Prudent AI, NexVal, and Mortgage Women Leadership Council, and a member of several premier women's leadership networks, including Athena's Council and Influential Women.

Suha's influence and leadership have been recognized with numerous industry honors. In 2025, Suha was inducted into North Carolina State University's Computer Science Alumni Hall of Fame. She is also the recipient of the MBA of Florida President's Award, HousingWire's Women of Influence and Tech Trendsetter awards, NEXT's Powerhouse Award, Progress in Lending's Most Powerful Women in FinTech and Thought Leader awards, the Mentor Leader Award from the National Association of Women in Real Estate Banking (NAWRB), and Mortgage Women Magazine's Mortgage Star.

Suha is currently pursuing a doctorate in Organizational Leadership and Development, focusing on the transformative role of AI in leadership, strategy and organizational effectiveness. She holds a B.S. in Computer Science from NC State University and an MBA from the University of Phoenix. Her credentials also include AI leadership

certificates from MIT and Harvard Business School, the Associate MISMO Standards Professional (AMSP) designation from MISMO, the Certified Mortgage Banker (CMB) and Accredited Mortgage Professional (AMP) designations from the Mortgage Bankers Association, as well as Prosci Certified Change Practitioner (CCP), Certified Project Management Professional (CPMP) and Harvard Management Development Program certifications.

Fluent in four languages, Suha lives in Tampa, FL with her husband. She is a proud bonus mother of two sons and an avid scuba diver, traveler and culinary enthusiast.

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