Petia A. Abdur-Razzaaq

Approved bios · Futurist, Strategic Advisor & Storyteller · petiaabdurrazzaaq.com

50-word bio

Petia A. Abdur-Razzaaq, MBA, is a strategist and storyteller working at the intersection of AI, B2B influence and executive visibility. She is Founder & CEO of The Stylista Group, Strategic Partner & North American Lead for LAF | Les Années Folles, and a Goldman Sachs business advisor. She teaches courses of her own design at Lehman College.

100-word bio

Petia A. Abdur-Razzaaq, MBA, has spent more than twenty-five years helping brands and leaders turn new technology into durable trust. She began at boston.com in 1998, building early online campaigns for Dunkin' Donuts and Fleet Bank, and founded The Stylista Group in 2009 to advise lifestyle, luxury and social-impact brands. She is Strategic Partner & North American Lead for LAF | Les Années Folles, Managing Partner at Simplicity IT, and a business advisor with the Goldman Sachs One Million Black Women: Black in Business program. She has taught for Google, Constant Contact and City College, and at Lehman College she designed the three courses she teaches.

250-word bio

Petia A. Abdur-Razzaaq, MBA, is a strategist, storyteller and market builder who has spent more than twenty-five years helping organizations turn each new wave of technology into something people actually trust. She began in 1998 at The Boston Globe's boston.com, developing some of the first online campaigns for brands including Dunkin' Donuts and Fleet Bank. She went on to Polo Ralph Lauren and M5 Networks, managing marketing across three hundred channel partners, before founding The Stylista Group in 2009. It advises lifestyle, luxury and social-impact brands on AI-enabled brand strategy, narrative infrastructure, immersive brand experience and founder visibility. Since 2012 she has also been Managing Partner at Simplicity IT, a Microsoft-certified managed services firm. In 2026 she became Strategic Partner & North American Lead for LAF | Les Années Folles, the European B2B influence agency, leading its North American expansion. Teaching has run alongside the work for fifteen years: Constant Contact Authorized Local Expert, contracted Grow with Google speaker from 2020 to 2023, and adjunct instructor at City College of New York. At Lehman College she is an Adjunct Lecturer in Management and Business Innovation, where she designed three accredited courses she has taught since 2021. She advises founders through the Goldman Sachs One Million Black Women: Black in Business program, and earlier worked with the Clinton Foundation and Booz Allen Hamilton on small businesses in Harlem. She holds an MBA in marketing from Pace University's Lubin School of Business and a BA from Simmons University. She lives and works in New York City.

Verified facts

Name: Petia A. Abdur-Razzaaq, MBA

Title: Founder & CEO, The Stylista Group

Also: Strategic Partner & North American Lead, LAF | Les Années Folles · Managing Partner, Simplicity IT · Business Advisor, Goldman Sachs One Million Black Women: Black in Business · Adjunct Lecturer, Lehman College

Career span: More than 25 years, from February 1998

Agency: The Stylista Group, founded January 2009

Legal entity: The Stylista Group, a division of Petia Bradshaw and Associates LLC

Teaching: Adjunct Lecturer, Management and Business Innovation, Lehman College (CUNY), since 2021 · Three courses of her own design: BBA 188 Introduction to Social Media Marketing, BBA 189 Using Social Media Marketing, MSB 724 Social Media Marketing

Education: MBA, Pace University Lubin School of Business · BA, Simmons University

Location: New York, New York

Contact: petia@petiaabdurrazzaaq.com

Please use these bios as written. Updated 2 November 2026. Questions: petia@petiaabdurrazzaaq.com