

Tess Zhao



Tess Zhao is the founder of [HNW Academy](#) and executive in luxury and high net worth industry. Tess was formerly Head of Global Business Development at Harry Winston Diamonds, Head of Jewelry at Amazon Fashion, Media Spokesperson at Jaguar Cars, and a Financial TV reporter.

Tess has spoken in the US, UK, Australia, and Asia, featured on Rudy Maxa's World, America's #1 Travel Radio Show. On national TV, Tess has interviewed chiefs of the WTO, World Bank and Fortune 500 companies.

Tess speaks about **1) Selling to High Net Worth Clients; 2) Business Travel Strategy**

Tess has traveled to 28 countries in 5 continents on business travel. She hits the ground running to speak to media, negotiate million-dollar deals and host client cocktails after overnight flights.

When in vacation mode, Tess hops on flights to hot springs in Japan, ranches in Argentina, and night markets in Taipei. Tess holds an MBA from Columbia Business School. Tess is fluent in English, Mandarin Chinese, and Shanghainese.

Tess' Speaking Topics

1. Selling to High Net Worth Individual (HNWI) Clients:

How to find new HNWI clients and confidently ask for million-dollars? Selling to HNWI clients is exciting yet intimidating, even more so when negotiating with billionaires from foreign cultures.

Business and professionals learn how to find new clients and close more deals. (Financial advisors, luxury store managers, auction house specialists, luxury real estate agents, etc.)

Formerly Head of Global Business Development at Harry Winston Diamonds, Tess is an expert on selling to HNWI clients. She closed sales with billionaires in London, yacht owners in Monaco, high rollers in Las Vegas, and Gulf royals.

Nicknamed as "The Secret Weapon", Tess also coached Harry Winston sales executives worldwide on negotiating and selling to HNWI clients from emerging markets including China.

2. Business Travel: Stand Out with Energy, Efficiency and Style

One day of travel can make or break a year in the office. A speech for frequent business travelers, busy executives and entrepreneurs to maximize energy, efficiency and style to impress clients and seal deals.

What to do when seated next to the new VP on your flight? How to look energized and stylish when jet lagged? How to survive sitting next to babies on a long-haul flight? Using hilarious personal stories, Tess shows strategies on energy and productivity.

Sample Previous Events

- June 10, 2018: Frequent Traveler University, New York, US
- May 14, 2018: Frequent Traveler University, London, UK
- April 4, 2018: Frequent Traveler University, Brisbane, Australia
- Nov 18, 2017: Frequent Traveler University, Chicago, US

Contact Tess

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Tess is available to speak at conferences and corporate events. She works with event planners to deliver inspiring sessions with actionable takeaways.

Tess is also a charming master of ceremonies for PR events and award ceremonies.