



THE ART OF SELLING

LYDIA FENET

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BIO

As Senior Vice President, International Director of Strategic Partnerships at Christie's, Lydia Fenet leads a global team forging significant collaborations with other luxury brands. Building on her fifteen-plus-year career at the historic auction house, Ms. Fenet pioneered the Strategic Partnerships program at Christie's in 2010, leveraging skills sharpened both as Special Events Director from 2004-2010 and during her time on Christie's Client Advisory team. Under Ms. Fenet's purview, innovative brand partnerships have grown into a valuable marketing and business development platform for Christie's and its partners, producing dynamic co-branded initiatives worldwide. These initiatives include major exhibitions, special events, and targeted digital activations.

Since leading her first auction in 2001, Ms. Fenet has become Christie's International Head of Benefit Auctioneering and the top performer in the field, raising hundreds of millions of dollars for some of the largest non-profit organizations around the world and training Christie's new classes of charity auctioneers. Some of her recent auctions include The Clinton Foundation, AMFAR, Tipping Point, the Naples Winter Wine Festival and The Bob Woodruff Foundation. She also serves as the emcee for JAM, WeWorks' ongoing event series aimed at introducing entrepreneurs to potential investors, and in 2014 partnered with Glenn Close and Robert DeNiro to launch the Bring Change To Mind auction benefiting mental health.

In 2014, Ms. Fenet was named one of New York's most influential women by Gotham Magazine. She speaks regularly on The Art of Selling, offering tips on how to successfully sell yourself professionally and personally.

Ms. Fenet graduated cum laude with a Bachelors of Arts degree in both Art History and History from Sewanee - The University of the South. She currently resides in New York City with her husband and two children, Beatrice and Henry.

CONTACT

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TESTIMONIALS & ACCLAIM

"Thank you so much for giving that fantastic masterclass yesterday. You were incredibly poised, funny and persuasive -- I've had nothing but really positive feedback from everyone who attended!"

Dee Polku, Women's Innovation & Enterprise Network

"We hired Lydia to share her unique perspective during our a training for FENDI's top Sales Executives. Her approach was authentic and refreshing - with valuable take-aways. Feedback noted that Lydia's "Art os the Sale" training was the highlight of the three day event for all in attendance."

Courtney Smith, Vice President, Client Relations, Fendi

"This woman sure knows how to command a room! Lydia's talk, The Art of Selling is informative, relatable, and was delivered with such incredible humor and wit - our audience was completely captivated."

Laura Mills, CEO, Brandshop

"Giorgio Armani was at a crossroads. We'd been participating in the invite only conference for a over a decade. How do you make a 40 year old company compelling and new again to the same crowd? Hire Lydia Fenet to host a mock auction of your product! I've never witnessed this crowd so engaged. Lydia was able to entertain and educate them. Our sales saw an immediate spike following the conference. That was a year ago and we are still riding the wave of enthusiasm. "

Stephanie Cozzi, Vice President, Giorgio Armani

"You engaged the audience and elevated our gathering to greater heights. Because of your efforts, we were able to garner support that will empower our work for years to come."

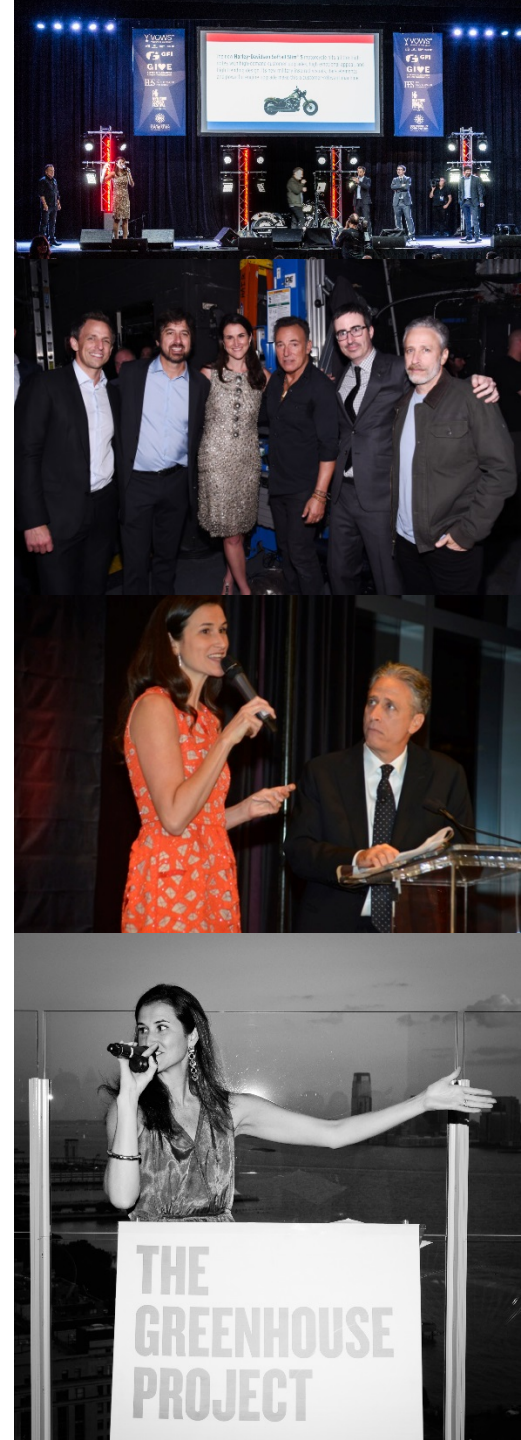
Bill Clinton, The Clinton Foundation

"You made our gala the best ever. I am so deeply grateful for the fact that you, in your busy life—with 2 kids and a demanding job—you made time to come to our breakfasts and to be at the very core of the event—from beginning to end. No words can fully express my gratitude, which knows no bounds. To be at the receiving end of your grace & generosity and brilliance is heady indeed."

Glenn Close, Bringing Change 2 Mind

"Lydia- you are amazing and we simply couldn't do this work without you! Thanks for all the smarts, enthusiasm and pizzazz you bring to every event every year! Thank you for being such a rock star and getting us to \$12 million!"

The Tipping Point Community



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Town & Country
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Wall Street Journal