



# MEDIA KIT

Create a world-class brand and life styled for freedom



# BIO

## EXTENDED VERSION

Hanna Fitz was listed as one of SUCCESS magazine's Top 125 Most Influential Leaders Who Get Results and has published her expertise on Forbes, ThriveGlobal, GoalCast and featured in WhereMilan. She is an international brand strategist, business coach, entrepreneur, writer, and international speaker for in-demand experts, entrepreneurs, and influencers.

Three years after landing the role of New Product Development and Product Management officer for the financial group of companies ECFH headquartered in Saint Lucia, she decided to take the leap to become a full-time entrepreneur, resigning on the cusp of a promotion in 2010.

Since then, she has consulted for world-class luxury-level brands including Conde Naste award-winning resorts, private chauffeur services, fashion retailers and EU-funded SME projects. Her clientele have also included world-class experts like Stefano Chioccoli one of Italy's leading encologists, Daren Sammy, OBE, two-time T20 World-Class Champion, and the first lady of Saint Lucia Raquel Duboulay-Chastanet.

Hanna is passionate about youth empowerment, the culinary arts and is a self-proclaimed foodie. In 2014, she partnered with Italian fine water brands San Pelligrino and Acqua Panna to create the Jr Caribbean Chef competition giving young aspiring chefs in the islands an opportunity to showcase their talent and a scholarship prize to study at Italy's most prestigious culinary school ALMA.

She is the founder of the brand atelier at Hannafitz.com offering brand strategy consulting, coaching and training services for experts. Hanna created a proprietary method leveraging Jungian archetypes to help founders uncover their Brand I.T. FACTOR™ and distinct brand identity.



Driven to support women in business to own their unique brand of feminine leadership, she created **Aphrodite Code™**, an online private network that provides mentoring and training for female founders to lead and live like a goddess. She also has an online course called **P.E.P: Powerful Exit Plan** to help women package their top professional skill into a successful business.

In 2022, Hanna joined forces with young Italian designer, Martina Galanti and is a co-founder of the soon to be launched Italian sustainable luxury brand of clothing for small dogs with a big social life, ELLYS MILANO.

She graduated from Anglia Ruskin University UK, top of her class with a first class honours degree in Corporate Management and completed her post graduate degree in LL.M. International Commercial Law at the law school of Northumbria University in the UK with a focus on intellectual property in an e-commerce setting.

She holds certifications in project management and is a certified licensing professional. Hanna is a writer and an international speaker. She lives on the island of Saint Lucia and spends her summer months in Europe.

She enjoys early morning walks with her maltipoo Chloe-Ella and just started playing golf a year ago with two prizes to boot “*best dressed*” and recently “*The Straightest Drive*” with the longest distance at the last fundraiser tournament.

**Fun Facts:** She spoke French first and then English as a child. She speaks some Italian and... Oh and the part she doesn't often share is that she was also Miss Saint Lucia representing her island at one of the big four pageants Miss Earth which advocates for environmental cause.



# SHORT BIO

Hanna Fitz has over 12 years experience as a consultant and coach for luxury award-winning brands, experts, and entrepreneurs on five continents globally.

In 2021/22 she was selected by SUCCESS magazine as one of the top 125 Most Influential Leaders Who Get Results and Anglia Ruskin University in the UK named her their Alumni of the Month.

She is known for helping top founders, experts, and celebrities reinvent and rebrand, discover their BRAND IT FACTOR to relaunch with a luxury level brand presence online for global expansion and success.

She created Aphrodite Code a global network for female founders and an online course called P.E.P: The Powerful Exit Plan to help women package their top professional skill into a business. In 2022, she joined forces with an Italian designer, Martina Galanti to co-found ELLYS MILANO, a sustainable luxury line of clothing and accessories for small dogs with a big social life.

# EVERY WOMAN HAS A STORY

*"Hanna Fitz is one of the leading International Brand Strategist working today."*

Starla Fortunato, Celebrity Photographer, Los Angeles



As a little girl, I was always drawn to fashion. I recall one day when I was about 7 or 8 years old, my schedule to visit us with her kids. I got “all dressed up” in a pair of denim jeans, my favourite one piece neon green swimsuit and an earth green bomber jacket. I was feeling very cool... well in reality very hot. It was 30 degrees! But I didn't care, for that moment it was a statement of self expression without my mom dictating what I should wear. A declaration of my CREATIVE INDEPENDENCE.

When I wasn't playing dress up, I had a blackboard and easel which my dad handmade for me and about eight teddy bears propped up on chairs or whatever would hold them up in a seating position. I was the teacher shouting out the day's lesson, reprimanding my students and celebrating them. I loved to teach. My teachers were amongst my first inspirations.

When I wasn't teaching I was either writing a book or deep in a novel.

My mom was an avid traveller and always took me along for many adventures. She once told me standing in front of the Eiffel as a young girl “**Hanna I am taking you all over the world so you will love a man for who he is and not be swept away by what he can give you materially. You've been there done that.**” My mom was a strong woman and feminist in her thinking and actions. She died when I was 16 years old but taught me that a woman can be empowered, entrepreneurial and has the capacity to create expansive experiences for herself regardless of how her story began or where she is now.

Reflecting on all this, I can truly say that I have always had a desire to escape the ORDINARY and experience the EXTRAORDINARY. I grew up on a small island and was dreaming of reaching the world with my work. Today, my career is a cacophony of all my childhood passions and I reach people all over the world.

My greatest joy is helping my clients escape the ORDINARY to create to live their dream, live their passions, enjoy prosperity and leave a lasting legacy with an EXTRAORDINARY BRAND. I am passionate about empowering women to have financial independence, live their soul's purpose doing work that makes a difference in the world while enjoying a fabulous lifestyle and loving relationships. I call this type of life, **THE CULTURED LIFE.**



My journey has also been inspired by women like Gabrielle Coco Chanel (*we share the same birthday and my middle name is Gabrielle*), who went from orphan girl to global leader and icon in the business of fashion.

Her work has empowered women to claim their freedom and self-expression, one jersey and tweed dress at a time. That is the power of a brand too. **No matter what it is that you sell, you can empower and inspire people, one product or service at a time.**

I am grateful that many of my dreams have come true and continue to unfold in wonderful ways.

I am also grateful for those that didn't. The Universe has always taken the disappointments and elevated them to heights and new paths I could not possibly imagine.

Sometimes we limit ourselves and disappointments are the Universe way of redirecting us to our highest good. La vie est belle. Embrace all of it.



## AUDIENCE

95% WOMEN

5% MEN

## DEMOGRAPHICS

30%- 25-34 Yrs

29%- 35-44 Yrs

25%- 45-64 Yrs

## LOCATION

40% USA

35% EUROPE

25% CARIBBEAN

## SOCIAL MEDIA REACH

INSTAGRAM - 56K

LINKEDIN - 5.8K

FACEBOOK - 3.1K





