

2018 HALL OF FAME INDUCTEE

Jing Zhu

Founder and Chairperson • China Hospitality Technology Alliance (CHTA)

Jing Zhu was selected for establishing the Chinese hospitality technology network CHTA. It aims to build industry innovation best practices and future platforms through talents in China and worldwide, and to connect ecosystems with leading-edge technologies to make travel and hospitality a better and fun space.

Zhu is also CEO of 3D Networks a hospitality technology business where her emphasis on leading-edge hospitality technologies has resulted in a significant transformation for the business. She has more than 18 years of extensive experience in the IT/Telco industry.

"Meeting Jing Zhu is like getting introduced to all the knowledge available on the Internet, tailored to your needs with full introduction and guidance," wrote Michael Levie, CHTP, COO for CitizenM Hotels, an inductee to the HFTP Hall of Fame and HFTP Global Treasurer. "Her willingness to assist is absolutely not limited to hospitality technology, but to a broad range of important decision-making information on partnering in Asia and China — cultural dos and don'ts, geared to understanding the landscape from all angles."

Zhu always knew she wanted a career in technology; in fact, no other pursuit, she says, ever crossed her mind. In order to achieve her goal, Zhu studied computer science and telecommunications at Beijing University, where she earned a bachelor's and master's degree. Later she earned an EMBA from Toronto University.

She joined 3D Networks China in 2005 and has been credited for her contributions and innovation within the hospitality segment. She says one of the biggest challenges has been equipping China's hotels with the technology needed to compete on a global scale. "My challenge is bringing advanced foreign hospitality technology and products into China and making them suitable for the Chinese hospitality industry environment," Zhu says. It's also about educat-

ing Chinese hoteliers, "helping them understand the significance of technology for the industry," she says.

CHTA is a vehicle through which Western technologies can be effectively deployed to properties in China, not only international chains but also local Chinese groups. CHTA consists of a group of leading hoteliers and technology vendors that strive to bring the true value of technology to hotel guests and the business. CHTA is strongly supported by numerous volunteers from both membership companies and non-membership individuals. As the chairperson of the non-profit China Hospitality Technology Alliance (CHTA), one of her goals is to help and cultivate the young generation of technological talent in China.

Commenting on the lack of connection between Western and Chinese hoteliers, Douglas Rice, an inductee to the HFTP Hall of Fame and managing director of Hospitality Technology Network, LLC, wrote, "Jing was the one who has changed that by creating CHTA. There are now regular exchanges of knowledge and information, attendance by both Chinese and Western hoteliers at industry events across Asia including China, and a vibrant and growing network of people who interact to foster better exchange of knowledge and technology. Indeed, it has been said that Jing helped both sides learn how to cross 'The Great Wall of China.'"

