



## Peiying Zhu

Consultant



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Asia



Shanghai



Chinese, English, French



areas of expertise:

feasibility studies  
research + benchmarking

Peiying joined PKF hospitality group in 2021 and is based in Shanghai. In her present capacity as a Consultant, her consulting activities include feasibility studies primarily in countries throughout Europe and various research assignments.

Prior to joining PKF hospitality group, in addition to an operational internship at a hotel, Peiying gained experiences in data science, airline catering, and tax advisory through various internships.

Peiying graduated with a Bachelor in International Hospitality Management from École hôtelière de Lausanne.