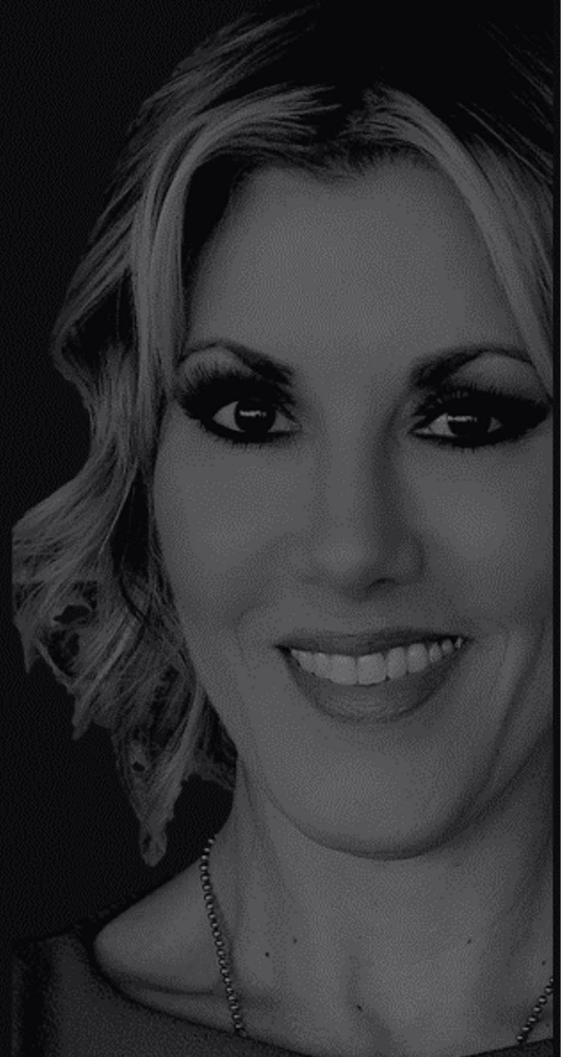


Antonia J.A. Hock

Experience Architect

The foremost advisor on experience architecture for organizations serving the world's most sophisticated luxury and ultra-high-net-worth (UHNW) clients.

*Speaking from active practice,
not past position.*



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BIOGRAPHY



Founder & President · The AHA Group

Antonia J.A. Hock works at the highest levels of the luxury and ultra-high-net-worth market, advising the leadership of some of the world's most recognized brands on the experience systems that define how their clients feel, decide, and return. She founded The AHA Group to do precisely this work - and today the firm is widely regarded as the leading authority in experience architecture for organizations operating at the highest levels of client expectation, with more than 300 engagements spanning luxury hospitality, private aviation, branded residences, luxury automotive, wealth management, and UHNW ecosystems.

Before founding The AHA Group, Antonia served as Global Head of The Ritz-Carlton Leadership Center, leading its global advisory and brand education business. Prior to hospitality, she spent a decade in senior leadership at Microsoft, directing the evolution of its worldwide services organization and leading large-scale transformations across multiple continents - experience that forged the performance accountability standards she brings to every engagement today. She holds a BA from Dartmouth College.

Her most recent public work includes designing the complete customer experience architecture for the Rolex flagship boutique in London - the largest Rolex boutique in Europe - featured in Esquire Magazine. Her perspective on luxury, UHNW strategy, and experience leadership is sought by the Wall Street Journal, Financial Times, Bloomberg, Forbes, and other leading publications.

She advises CEOs and boards on aligning experience strategy with revenue growth, retention, and long-term brand strength. Her work spans four continents and nine industries, engaging audiences from C-suite boardrooms to global conference stages - with equal command in both.

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The Difference Is Active Practice

Antonia J.A. Hock works inside the environments she speaks about - actively, today, at the highest levels of the luxury and ultra-high-net-worth market.

Her keynotes and workshops are not drawn from a prior executive chapter or a body of academic theory. They are built inside The AHA Group's current advisory practice, where organizations are confronting shifting expectations, compressed loyalty windows, and a competitive reality most have not yet recalibrated to. This is not retrospective insight. It is live pattern recognition - translated into frameworks an audience can act on.

When organizations want their leaders to understand what it genuinely takes to compete for the world's most powerful clients - not as a concept, but as a condition of the current market - they engage Antonia J.A. Hock. Engagements are limited and selectively accepted.



The AHA Group Scorecard



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SPEAKING
EXPERIENCE

Built for Every Format, Every Audience

Antonia has delivered keynotes to audiences ranging from intimate executive gatherings to conference stages of more than 8,000 - across industries, cultures, and continents.

Her workshop and boardroom engagements are built specifically for senior teams who require working sessions, not presentations. She is equally at home in a room of ten executives as on a stage before thousands.

Her engagements span North America, Europe, the Middle East, and Asia-Pacific, with audiences drawn from more than 30 nationalities across industries including hospitality, private aviation, yachting, wealth management, luxury retail, automotive, and branded residential.

- Conference Mainstages
- Executive Boardrooms & Leadership Retreats
- Global Industry Forums
- Private Invitation-Only Summits
- C-Suite Leadership Summits
- Annual Leadership Conference Programs



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Speaking That Moves The Room Forward

Every keynote is built from The AHA Group's current advisory practice - not archived case studies. Content is tailored to each audience's industry, context, and objectives as a standard part of every engagement.

1

UHNW STRATEGY · LUXURY LEADERSHIP

Winning the UHNW Consumer

What It Takes to Earn Attention, Loyalty, and Desire at the Highest Levels of Wealth

Most organizations believe they understand the UHNW client. Very few are operating on the signals that actually drive decision at this level.

By the time a purchase is made, the outcome has already been decided - not by product or service, but by a series of cues most organizations never realize they are sending.

This keynote examines how ultra-high-net-worth clients interpret status, form trust, and assign value. Why many traditional luxury strategies fail in this segment. And what it takes to compete when the client has already experienced the best the world has to offer.

For brands, executives, and conference audiences whose growth depends on winning and retaining ultra-high-net-worth clients.

2

ULTRA-LUXURY · BRAND LEADERSHIP

The New Rules of Ultra-Luxury

How the Next Era of the Market Is Being Defined

Ultra-luxury has entered a different competitive reality.

Product excellence and impeccable service remain essential. They no longer create advantage.

The organizations pulling away are not doing more. They are making sharper decisions about what not to do - how access is structured, how scarcity is held, how the experience extends beyond a single transaction into a system that reinforces itself.

This keynote examines the forces redefining the market and the strategic choices separating brands that are holding position from those that are quietly losing it.

For executives and teams inside luxury and ultra-luxury brands navigating a market that has fundamentally shifted.

Speaking That Moves The Room Forward

3

EXPERIENCE STRATEGY · LEADERSHIP TEAMS

From Moments to Architecture

Building the Experience Structures That Shape Memory and Meaning

Many organizations focus on creating memorable moments for their clients.

A single extraordinary moment, unconnected to anything before or after it, does not build loyalty - it builds a memory. Only architecture builds return.

The most effective brands design something far more powerful: the architecture that connects those moments into a coherent experience that compounds over time. This keynote explains how experience is structured to create continuity, deepen meaning, and drive repeat engagement - not as a series of isolated interactions, but as a system that holds its shape under pressure.

For any organization - large conference or executive team - that delivers experiences and wants to understand why some build lasting loyalty and others don't.



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IMMERSIVE
WORKSHOP

Winning The UHNW Client



The Workshop is not an extended keynote. It is a private, full-day working session grounded in The AHA Group's consulting, advisory, and research practices - and in hundreds of engagements across these environments.

At the highest levels of wealth, clients do not evaluate an experience the way everyone else does. They read for cues, calibration, judgment, and ease. This workshop explores how UHNW clients evaluate experiences differently, which signals build trust and loyalty, and what creates lasting confidence in client relationships.

Organizations leave with a sharper lens on the UHNW client and the engagement dynamics that shape long-term value.

For organizations that serve affluent, high-net-worth, and ultra-high-net-worth clients across luxury and ultra-luxury environments.

- Full-day format, tailored to the organization's context and objectives
- Preceded by a diagnostic conversation
- Built on proprietary AHA Group frameworks and research
- Limited to senior teams; not appropriate for general conference audiences
- Available globally; often paired with a keynote engagement

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RECOGNITION &
PERSPECTIVE

Trusted By The World's Most Demanding Industries

Antonia J.A. Hock has worked at the highest levels of the industries represented here - environments defined by clients whose expectations are shaped by global exposure and access to the best of everything. The organizations that engage her share a common condition: their clients know the difference, and act on it.

Organizations outside these categories whose clients operate at the same level of expectation will find her perspective equally relevant.

<p>Ultra-Luxury Hospitality HOTELS & RESORTS</p>	<p>Branded Residences RESIDENTIAL & MIXED-USE</p>	<p>Private Aviation CHARTER & OWNERSHIP</p>
<p>Luxury Automotive RETAIL & BRAND EXPERIENCE</p>	<p>Private Clubs MEMBERSHIP & SOCIAL</p>	<p>Yachting CHARTER & SUPERYACHT</p>
<p>Wealth Management FAMILY OFFICE & PRIVATE BANKING</p>	<p>Luxury Retail FLAGSHIP & BOUTIQUE</p>	<p>UHNW Ecosystems MULTI-CATEGORY STRATEGY</p>

What Organizations Experience

"Our audience included CEOs, founders, and luxury brand leaders. Antonia's keynote stood out immediately. The depth of insight and clarity of thinking were unlike anything else on the program."

— Conference Leader · Luxury Industry

"She brings a lens shaped by the most demanding client environments in the world. Our leadership team walked out thinking differently about our own business and acting on it."

— Chief Executive · Global Luxury Brand

ESQUIRE MAGAZINE FEATURE

The Rolex Flagship Experience, London

The AHA Group was featured in Esquire for designing the complete customer experience architecture for the new Rolex flagship boutique in London; the largest Rolex boutique in Europe. The work extended far beyond aesthetic design, translating the Rolex brand into precise customer interactions, service rituals, and behavioral standards that deliver a flawless experience every day.

ENGAGEMENT PROCESS

How an Engagement Begins

Speaking engagements are limited each year. Every engagement begins with conversation, not a contract - a process designed to ensure the work is grounded in the organization's context and delivers meaningful value for the audience.

1

INITIAL CONVERSATION

A brief discussion with Glenda Brown to understand the event, the audience, and the organization's goals. Speaking availability is confirmed at this stage.

2

PROGRAM SELECTION

The right keynote or workshop format is identified based on audience profile, event theme, and intended outcomes. Custom content development is available for all engagements.

3

TAILORED PREPARATION

Antonia works directly with the event team to understand audience context and tailor the keynote accordingly. Every engagement is built for a specific audience - this is not a road show.

4

THE ENGAGEMENT

A keynote or workshop that reflects the full weight of The AHA Group's advisory practice: strategic, precise, and designed to create lasting impact in the room.

BEGIN THE CONVERSATION

The Right Fit Starts Here

Speaking engagements are limited each year. We begin every inquiry with a brief conversation to ensure the engagement is the right fit for the audience, the event, and our calendar. We welcome your inquiry.

SPEAKING INQUIRIES

Glenda Brown

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SENIOR LEADERSHIP & GENERAL INQUIRIES

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