

KEYNOTE SPEAKER · KEYNOTES & WORKSHOPS · WORLDWIDE

Claire Wang: Pricing Strategist, Author, Speaker

The author of *The Price of Influence* argues that influence isn't persuasion, luck, or charm - it's an economic exchange: your idea is the product, and the people you need a yes from are your buyers.

Her keynotes and workshops draw on two decades pricing the invisible - foreign exchange, telecoms, insurance - to show audiences the disciplined steps pricing professionals use to win support for their ideas: identify the real buyer, uncover what they actually value, and position the idea so that yes becomes the obvious choice.



SPEAKING TOPICS

The Price of Influence: Why Ideas Get Ignored & How to Win the Yes (flagship)

The Price of Influence Across Cultures: Winning the Yes in a Global Workplace

Why Brilliant Analysts Get Ignored

FORMATS & BOOKING

- 01 From a 15-minute TED-style talk to a half-day or full-day interactive workshop.
- 02 In person or virtual - based in France, working worldwide.
- 03 Book at least six weeks ahead to secure your date: claire@claire-wang.com.

"Claire was an impactful and succinct speaker who made her ideas land clearly. I liked how she structured her talk around three key lessons, each brought to life with relatable stories and examples. A genuinely thought-provoking session."

Tim Stout · Head of Growth & Innovation, Consumer Intelligence, UK

"I'm learning from every interaction with Claire — even her Saturday morning reminders are smart and impactful. Since attending her workshop, I've been taking much more time to build my agenda, consciously threading my story and simplifying my messages. The regular reminders of her lessons have helped ensure these new habits stick."

Andy O'Brien · Pricing Director, EPIC Conjoint, Ireland

ABOUT CLAIRE

Claire Wang is an international pricing strategist who has spent two decades pricing the invisible - foreign exchange, telecoms, insurance - across three continents. She had to learn the hard way how to walk into a room of senior executives and walk out with her ideas endorsed - and turned what she learned into her first book, *The Price of Influence*. Based in France, working worldwide.