



2023 Ones to Watch Industry Leaders: Bentley Zhao, New Empire Corporation

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Bentley Zhao
Chairman and CEO
New Empire Corporation

Number of years in CURRENT position: 19

3 skills that you use every day in your position: There are three skills that I utilize in business every day. They include leadership, decision making and communication.

Best book, podcast, or app for aspiring leaders: A book I follow with vigor is “The Life, Lessons & Rule for Success” by Elon Musk. The book fascinates me because it implores to be relentless and never give up.

Best advice for new leaders in 10 words or less: Embrace learning, lead by example, and prioritize effective communication.

What was one of your biggest challenges as a leader and how did you overcome it? In a post-COVID and increasingly competitive marketplace, managing a team’s time for the most fruitful outcome is a significant challenge. My leadership team and I have worked meticulously to create the processes to ensure the New Empire team remains aligned, creative and singularly focused on delivering industry-leading results.

What recent project, transaction or accomplishment are you most proud of? In 2022, I envisioned and developed a project at 208 Delancey St. The building was designed by ODA New York. It featured 85 residences ranging from studios to three-bedroom condos. The Real Deal mentioned it as a surprise seller, and Multi-Housing News recognized it as one of NYC’s best-selling and Marketproof reports it as top-selling boutique building in 2022.