

AWM Love Relaunches New York Matchmaking Service Ahead of Post-Labor Day 'Matchmaking Season'

Founder Cassindy Chao, a former Goldman Sachs banker, adds a two-minute compatibility quiz as inquiries from New York professionals rise

NEW YORK, NY, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- Matchmakers have long noted a seasonal pattern: inquiries climb in the weeks after Labor Day, as people return from summer and turn their attention to the year ahead. AWM Love, an Asian matchmaking service led by founder Cassindy Chao, reports the same trend among New York professionals this year, and has relaunched its website at www.awmlove.com with a new two-minute compatibility quiz for those exploring the process.



Cassindy Chao, founder of AWM Love and former Goldman Sachs banker

Chao spent years as an investment banker at Goldman Sachs and JP Morgan before becoming a full-time matchmaker. She draws a comparison between how introductions are made and how business relationships often form. "In finance, many opportunities are introduced privately rather than found on the open market," said Chao. "Meeting the right partner can work in a similar way. The people I work with are often looking for the right match, not more options."

The service focuses on personal introductions for executives, founders, and professionals across Manhattan and the greater New York area, working from a vetted national network rather than app-based profiles. Chao noted that a portion of the people in that network are not active on dating apps, which she says is part of what a matchmaker can offer.

Chao also pointed to the constraints many established professionals face. "People in demanding careers are often decisive at work but have limited time and privacy for their personal lives, and their social circles can be narrow," she said. "Some prefer a private, low-key way to begin, which is one reason we added the quiz."

Chao began matchmaking as a student at Wellesley College. She is the author of *Ancient Wisdom, Modern Love: Chinese Wisdom for Dating Success* and has been featured in *Business Insider*, *NBC News Daily*, *NewsNation*, and *Crain's New York Business*. She has been married for 27 years and is a mother of three.



Matchmaker Cassindy Chao of AWM Love sharing dating advice on NBC News Daily.

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"I've spent a career reading people under pressure, and decades in my own marriage and family life," said Chao. "That perspective informs how I approach this work — focusing on what tends to last rather than what stands out on a first date."

More information, including the compatibility quiz and consultation details, is available at www.awmlove.com.

About AWM Love: AWM Love (Ancient Wisdom Modern Love) is an Asian and Chinese matchmaking service founded by Cassindy Chao, a third-generation matchmaker and former Goldman Sachs and JP Morgan banker. The

service provides personal introductions for professionals in San Francisco, Los Angeles, and New York.

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