

I am honored to introduce our next speaker - Keld Jensen (pronounced Yensen).

Keld is a highly experienced negotiator who brings insight and judgment to commercial transactions from his perspective as a seasoned global executive. Around the world, Keld has earned a reputation as one of the most effective trainers and consultants on power bargaining in multidimensional business deals. His audiences "strongly recommend" his lectures, which are packed with a "depth of expertise" and "significant tools and insights" that are "effective in these turbulent times." When he's not teaching, Keld is speaking at international conferences, commenting on current affairs to the global media, and writing on the topics of negotiation, communication, ethics, morality, and trust. One of Scandinavia's most respected authors on business and management topics, he has written 16 award-winning books published in 34 countries, in 14 languages; including his 2011 eBook releases, *Influential Communication* and *Persuasive Presentations*. (Both are available at KeldJensen.com and on Amazon)

As Chairman of the Centre for Negotiation at the Copenhagen Business School, one of the top business schools in the world, Keld teaches business administration, management, and international negotiation. He is also a guest lecturer at other prominent Executive MBA programs worldwide.

Keld Jensen brings a unique mix of real-world experience and thoughtful leadership to his subject matter. Through his early experience with several global 100 companies, Keld gained a solid foundation in problem-solving from the large corporate perspective. In addition, he understands how smaller organizations operate through decades of leadership in several publicly-traded Scandinavian companies and start-ups. He currently serves as Managing Director of MarketWatch Centre for Negotiation A/S, a Copenhagen-based consulting and training organization with subsidiaries in Singapore and the UK that has worked with private industry and governmental bodies in Europe, Asia, North America, Africa, and the Middle East.

Keld has advised a wide range of leading international organizations, including Ernst & Young, PricewaterhouseCoopers, Volvo, Rolls-Royce, Schlumberger, BP Amoco, IKEA, SAAB, Ericsson, Phillips, AstraZeneca, ABB, Defence Industries, and Vestas.

Ladies and Gentlemen, please give a warm welcome to Keld Jensen.