



**Natalie Reynolds** is CEO of globally respected negotiation firm advantageSPRING, author of bestselling book 'We Have a Deal' and Honorary Visiting Professor of Negotiation at Cass Business School. Natalie has worked with many of the world's leading companies, business schools, governments and NGO's including the United Nations, and has a reputation as one of the leading voices globally on diversity and negotiation.

- Described as 'a leading expert in negotiation' in Forbes magazine
- Natalie advocates passionately for a 'new approach' to deal making that moves away from bullying, aggression and tough talk.
- Appointed as an **Honorary Visiting Professor at Cass Business School** in recognition of her work on negotiation, collaboration and diversity
- In-demand speaker appearing at conferences and events and regularly interviewed in the press and on TV in Europe and the US
- Advisor to governments and institutions globally including the United Nations, UK Government, European Investment Bank, Wall Street Womens Alliance and the Clinton Foundation
- Natalie's bestselling book '**We Have a Deal: How to Negotiate with Intelligence, Flexibility and Power**' was shortlisted for the CMI Management Book of the Year 2017
- Natalie is the Founder of **The Make Your Ask Project**, a global initiative to empower One Million Women in partnership with charities worldwide

Natalie delivered brilliant masterclasses for our teams in the UK and the US. She was really engaging and the response from staff has been excellent. We are seeing the commercial impact already.

**Claire Pettitt, International Operations, Bumble**

We have benefitted hugely from Natalie's expertise and insight into negotiation. She takes what can be a 'dry' subject and makes it exciting, inspiring and empowering.

**Anna Falth, Head of Gender Projects, United Nations**

Natalie is an engaging and energetic presenter with a gift for storytelling who brings the principles of negotiation to life with practical tips and real-world examples.

**Lydia Slater, Deputy Editor, Harpers Bazaar**

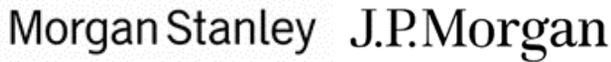
We have booked Natalie a number of times to deliver keynote speeches and masterclasses and she delivers over and above every single time. Highly recommended to inspire and educate at all levels.

**Becky Skiles, Managing Director, Accenture Digital**

Natalie has worked with a diverse range of clients across Europe, Asia and the United States. Below are some of the companies and organisations who have booked Natalie for speaking engagements:



United Nations



## Longer term commercial consulting:

Trusted by our C-Suite for business critical challenges and delivers in the most complex of environments.  
**Racheal Edwards, Communications, Mercedes-Benz**

I have had the great pleasure of working with Natalie on several business critical projects, on multiple continents in various companies. Her negotiation knowledge and commercial skills are unquestionable but what makes her a master is the way in which she imparts her knowledge. Her no-nonsense approach steeped in real life examples enables deep learning that lasts long after her engagement has finished.

**Debra Ward, Managing Director, JLL**

Natalie is the real deal: a brilliant brain who can translate her world-class negotiating experience and expertise into value-add for your business. She's been critical to my thinking and approach at key commercial moments. Could I have done it without her? Yes. Would the outcomes have been less favourable. Definitely. **Bella Vuillermoz, Director, SKY**

## Media Appearances

Natalie regularly appears on television and radio and in print publications speaking about commercial issues and negotiation.



## Working with Business Schools

Natalie has also worked with and spoken at various leading Universities and business schools around the world as part of external events, MBA programmes and to stimulate debate on negotiation practice.

