

# Introduction

SPEAKER | PROFESSOR | AUTHOR

**KELD  
JENSEN  
2020**

Founder of the worlds most awarded negotiation strategy

SMARTnership | Elevate Your Negotiations





## Introduction

Mr. Keld Jensen is an award winning international author, professor, speaker, advisor and expert in negotiations, behavioral economics and trust. He is the founder of the SMARTnership strategy.

His core mission is to improve the way we collaborate by elevated negotiation strategies and the award winning NegoEconomics. (Negotiation Economics)



## Overview & Background

Keld Jensen is a citizen of Denmark and the USA and resides in Scottsdale, Arizona, USA. He left the technology industry in the 90's, as the CEO of a public company in Sweden, to pursue the opportunity to improve negotiations in the world.

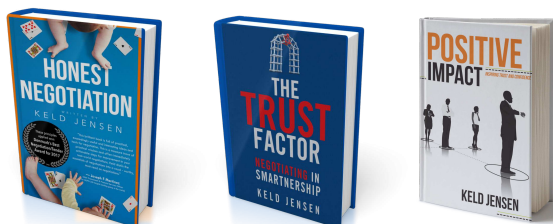
Keld is the former chairman of Centre for Negotiation at Copenhagen Business School in Denmark and is the author of 24 books on international negotiation and communication which is published in more than 37 countries in 18 languages and got more than 2.8 million readers.

In 2016 he was named as one of the world's Top 100 Thought Leaders in Trust.

In 2017, he was awarded the IACCM Innovation Award and the National Public Procurement Organization "Negotiation /tender of the year award" in Denmark.

His latest book Honest Negotiation, received the #1 New Release recognition on Amazon.

Keld has been advisor to organisations such as; LEGO, ThermoFisher, B&O, DHL, Rolls Royce, Danish Government, Lithuanian Government, Petronas etc.





## Overview and background cont.

Keld is an associate professor at Thunderbird School of Global Management at ASU in the US, at Aalborg University in Denmark and at BMI Institute in Belgium and Lithuania and teaches at various International Executive eMBA programs.

He is frequently used as a commentator in the electronic and print media. He has more than 200 TV appearances in recent years.

### Some of the clients using SMARTnership negotiation strategies



### Summary

- Associated professor at Thunderbird School of Global Management at ASU
- Associated Professor at Baltic Management Institute in Lithuania
- Associated Professor at Aalborg University Denmark
- Former chairman of Centre for Negotiation at Copenhagen Business School in Denmark
- Contributor to Forbes Magazine on Negotiation
- Board member – Danish American Chamber of Commerce
- Former CEO of public IT company in Scandinavia
- Published author of 24 business books
- Nominated best public speaker
- Advisor to governments, international organizations and public/private companies
- Chairman – Center for Negotiation – an international negotiation consultancy company
- Keynote speaker
- Nominated as Top Thought Leader In Trust in 2015 and 2016
- Winner of the IACCM Innovation award
- Winner of Best Negotiation/tender strategy by Organization of public Procurement officers in Denmark



# Contact information

Keld Jensen is available for keynotes, training workshop from 3 hours to 8 days.

In addition he is a sought after advisor to support negotiators in M&A, sales, project or procurement.

For further introduction to Keld click the photo below:



Keld Jensen has developed The Online Master Class in SMARTnership Negotiation.

A 90 hour online training platform delivering the content at eMBA level.

For information about the content click the photo below:



[info@keldjensen.com](mailto:info@keldjensen.com)

**Contact information. Click logo for direct link to agents website.**

**US speaking:**



**Canada speaking:**



**Asia speaking:**



**European speaking:**

