



Mladen Kresic
Keynote Speaker



Noted International Negotiation Expert, Best-Selling Author and CEO of K&R Negotiations

Experience the practical wisdom and motivating message from a master negotiator, businessman, lawyer and technology sales expert.

If your goal is to substantially improve sales results, let Mladen Kresic help your sales team achieve its best year ever. Keynote topics include:

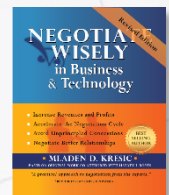
- *Win Wisely and Gain a Competitive Edge with Principled Negotiations*
- *The Power of Value-based Negotiations: Improve Your Results*
- *Simplify Your Sales Negotiations to Close Sooner and Bigger*
- *The Six Principles of Negotiations and How They Impact Your Sales Success*
- *Turn What the Customer Wants into Positive Closing Leverage*
- *Break the Master/Servant Sales Relationship: Drive More Profitable Deals*

Each participant will be motivated to raise their performance level and equipped with actionable steps for more impactful and profitable negotiations.

Note that all speaking engagements are customized to your organization's specific needs.

Biography Highlights

- Founder and CEO of K&R Negotiations (www.negotiators.com). Clients include Microsoft, IBM, Cisco, Xerox and smaller multi-nationals such as Akamai and PTC.
- Negotiated transactions and conducted programs in more than 40 countries world-wide impacting tens of billions in business revenue and delivering over two billion dollars in incremental business.
- Author of *Negotiate Wisely in Business and Technology*, a definitive guide to professional negotiations, which reached best-seller status on Amazon in September of 2015. He has developed numerous programs relating to negotiations, sales, contracts, customer engagement strategies and other business subjects.
- Graduated with distinction from the State University of New York at Binghamton, and is a graduate of the Fordham University School of Law, where he was articles editor of the *Law Review*.



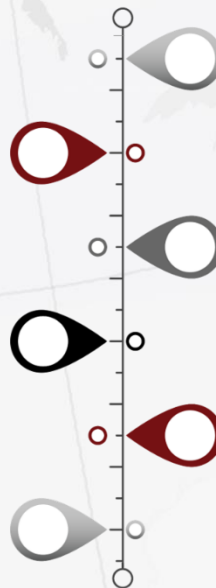
- Prior to forming K&R he served as counsel to a number of different IBM businesses — including responsibility for half of IBM's software portfolio worldwide.
- Mladen served as General Counsel and Board member of Bristol Technology, where he represented the company and negotiated a successful settlement with Microsoft following a landmark antitrust suit.
- As a practicing attorney, Mladen continues to advise clients on legal matters related to their business dealings. He is a member of the state bars of New York and Connecticut.
- Mladen is fluent in multiple Slavic languages and serves as a member of and advisor to numerous companies' Boards of Directors.

Speaking Highlights

Featured guest at **Knowledge@Wharton** (SiriusXM Ch. 11) on business negotiation topics.

Speaker at the **Yale University School of Business.**

Keynote speaker for numerous kickoffs for **Fortune 500** sales organizations.



Guest lecturer at the **MIT Enterprise Forum.**

Led **hundreds of onsite and public workshops** on sales negotiation strategies.

Keynote speaker with the **International Licensing Executives Society.**

Detailed Biography

Mladen D. Kresic is President and Chief Executive of K&R Negotiations, a global consulting firm specializing in structuring and negotiating business transactions in technology and other industries.

Mladen was born in Croatia (formerly Yugoslavia) and immigrated to the United States as a teenager. After making it through public schools and college he became a chef to help pay the bills, which included a stint working for the master chef of the Playboy Club in Great Gorge, New Jersey. In those days, there were few celebrity chefs, so, rather than attending a culinary institute, Mladen decided to go to law school. Of

course, getting married was an additional motivator. At Fordham Law School, he became Editor of the Law Review and was awarded a full scholarship.

Rather than embarking on an ordinary legal career Mladen joined IBM and began negotiating deals on behalf of IBM's technology businesses. He became one of IBM's experts in software licensing and business transactions, managing the legal and transactional affairs for half of IBM's software portfolio around the world.

In 1994 Mladen founded a law firm specializing in technology matters and negotiated numerous international acquisitions and divestitures. He was instrumental in assisting Kodak in building its digital backbone and shedding legacy businesses in its effort to survive the digital transition, and he represented Bristol Technology (where he was Secretary to the Board of Directors) in its antitrust suit against Microsoft, finally negotiating a successful closing settlement.

In the mid-1990s, Mladen founded K&R Negotiations as a business consultancy, specializing in technology transactions. Since then, the firm has helped numerous senior executives as well as their procurement, business development and sales organizations negotiate their most important transactions in over 45 countries. In the early 2000s, clients of K&R consulting asked Mladen and his team to train their sales people and others in K&R's Negotiate Wisely™ approach (part of the Win Wisely™ Methodology).

Companies such as Microsoft, IBM, Cisco and Xerox, as well as smaller multi-nationals such as PTC and Akamai have relied on K&R's consulting and training services over the years resulting in over two billion dollars in incremental business and affecting tens of billions in revenues. Mladen continues to support these clients even as he publishes more articles and books to share his wisdom and experience, as well as sharing his motivating story and actionable strategies with live audiences. His book, *Negotiate Wisely in Business and Technology*, a definitive guide to professional negotiations, reached best-seller status on Amazon in September of 2015.

In that same year, Mladen relocated the corporate headquarters to San Juan, Puerto Rico, where he resides with his wife of 37 years. His four adult children reside in the Northeastern United States. Mladen Kresic's personal journey is inspiring, motivating and key to his outstanding record of achievement.

For topic outlines, scheduling and fee information, contact us at info@negotiators.com or +1.203.431.7693.

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