



DECISION SCIENCES

## FILIP HRON

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### BIOGRAPHY

Filip is an adjunct professor of Decision Sciences at INSEAD. His roles include both teaching faculty and coach in the public executive program on Negotiation Dynamics, directed by professor Horacio Falcão. Filip also presents tailored in-house programs on negotiations, e.g. market access negotiation for pharmaceutical companies in Asia, Europe and USA.

Filip's broader negotiation experience spans a decade and includes having taught negotiation at a dozen universities and graduate business schools, been a consultant for several global negotiation companies, and collaborated with a range of experts in international, commercial and crisis/hostage negotiation. In the process he has consulted on billion dollar negotiations, and trained over ten thousand individuals from all corners of the world, including senior executive leadership across business, academia, government, judiciary, military and law-enforcement.

In 2013 Filip published *Negotiation Evolved*, a book co-authored by former commanders of police hostage negotiation in Australia and Czech Republic. He is now working on his next book on Crisis Negotiation. Filip has also written articles for INSEAD Knowledge such as *When I Found the Salesperson's Script*, *Negotiating the Sydney Siege*, *Stop Selling* and *Negotiations Should Never come Down to Price*.

For more information see [www.hron.org](http://www.hron.org)

### TEACHING AREAS

Negotiation