



DECISION SCIENCES

## HORACIO FALCAO

Senior Affiliate Professor of Decision Sciences

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### CONTACT

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### BIOGRAPHY

Horacio Falcão is a Senior Affiliate Professor of Decision Sciences at INSEAD, where he teaches and researches on Negotiation Sciences, while also directing the [INSEAD executive education Negotiation Dynamics programme](#). He is the creator of the Value Negotiation system: a strategic and flexible approach to negotiation designed to maximize rewards at minimum risk in an international and complex world. He is also the founding partner of Value Negotiation Co, where he has been for over 15 years delivering negotiation consulting and coaching to different kinds of transactions in the private and public sectors. In 2010, Horacio published his book: *Value Negotiation: How to Finally Get the Win-Win Right*.

Previously, Horacio worked at Cambridge Negotiation Strategies and CMI International Group (a spin-off from the Harvard Negotiation Project) and previously at two prestigious law firms in Brazil. He founded and was the first Vice President of the Harvard Latin America Law Society. He has worked for the International Court of Arbitration in Paris and as a Harvard-trained mediator he has mediated cases at the courts of Massachusetts. A lawyer trained in both civil and common law systems, Horacio graduated as an LL.M. from Harvard Law School with a concentration on alternative dispute resolution in 1997. He also completed his MBA (2002) and an Executive Masters in Organizational Psychology (2010) at INSEAD. He is currently doing his PhD at Singapore Management University (SMU).

Since then, Horacio has been teaching INSEAD clients and assisting Value Negotiation Co. clients in several different industries. A large list of examples is: Aberdeen Asset Mgt, Abraaj Capital, Adidas, Aditya Birla Financial Group, Alianza Hispana, ALSTOM, AOL, Arcelor, ATKearney, BHP Billiton, Biogen Idec, BMC Software, BP-Aral, BTG Pactual, BW Maritime, Cathay Pacific, CB Richard Ellis, Coats Viyella, Confederação Nacional de Indústrias, Credit Suisse, Danske commodities, DBS, Discovery Networks, DJOEF, DKSH, Dong Energy, Dubai School of Gov't, DuPont, FAS-PwC, Ford, Gemalto, GlobalFoundries, Goldman Sachs, Google, Henkel, Hewlett Packard, IBM, Infineon, INSEAD, Inter-American Development Bank, JP Morgan, LLoyds TSB Group, Labein-Tecnalia, London School of Economics, MacQuarie Bank, Maersk Oil, Mastercard, MBK Partners, Merial, Mubadala, Nescaum, Nokia Siemens Network, Novartis, OC&C partners, OCBC, Open Society Foundation, Oxfam, Pacific Basin, Pepsico, Permira, Pernod-Ricard, Pertamina, Petronas, Pikasso, PwC, Sabanci University, Samarco, SAP, Search for Common Ground, Schlumberger, Shell, Singtel-Optus, SK Holdings, Société Générale, ST College, Starwood, STATS, Swire, Syngenta,

# INSEAD

Temasek Group, The Bhutanese Royal Institute for Governance and Social Studies, The Gov't of Paraguay, The President of Costa Rica, The President of Ecuador, Toshiba, TNK-BP, UDV, UNDP, UOB, Valeo, Van Lanschot, Visa, World Medical Association, YPO (Saudi and Singapore chapters), besides some other confidential clients.

Before INSEAD, Horacio taught negotiation at the Program of Instruction for Lawyers (PIL) at Harvard Law School and mediation at the Fletcher School of Law and Diplomacy, Tufts University and at the Harvard Mediation Program.

Besides, Horacio has founded three companies and negotiated extensively on their behalf. Horacio is also an angel investor in a variety of start-ups around the world.

He has lived in Brazil, US, France and Singapore, and worked in projects in over 30 other countries. He has been based at INSEAD Singapore for over 15 years. During that time, he received the following awards:

- Best MBA Elective Professor in 2004, '05, '06, '08, '09, '12, '13, '14, '15 (INSEAD)
- Best EMBA Elective Professor in 2005 (INSEAD)
- Best TIEMBA Elective Professor in 2008 (Tsinghua University, Beijing, China).

## RESEARCH AREAS

Negotiation

## TEACHING AREAS

Negotiation (MBA, EMBA & Exec Education) –  
Negotiation Dynamics, Negotiation Leadership,  
Gender Negotiations, Cross-cultural Negotiations, etc

## PUBLICATIONS

- [Value Negotiation: How to finally get the Win-Win right](#)
- [Turning an Elephant into a Cheetah: The Turnaround of Indian Railways](#)
- [Closing a Deal: Much More than Just Yes or No!](#)
- [Keep your Customers Cool](#)
- [Learning to Negotiate with a Female Touch](#)
- [The Angry Customer](#)

## CASE WEBSITES

- [The Indian Railways 'Cash Cow'](#)