



**Jan Potgieter** is the Founder and CEO of The Negotiation Academy – Europe (TNA - Europe), a specialist negotiation consulting and training organisation headquartered in London. TNA - Europe features a consulting board comprised of some of the most respected leaders in the realm of negotiations worldwide.

A leading proponent of a best practice approach to negotiations, Jan has proven instrumental in integrating an approach to negotiation that seeks to create a corporate negotiation capability within international client organisations. After gaining a thorough understanding of the client organisations' organisational reality, Jan is able to bridge the gap between organisational imperatives by designing or redesigning a sales and negotiation strategy supported by processes that seamlessly integrate with the client company's existing infrastructure to unlock bottom line value.

Jan gained an MBA specialising in Negotiation Skills under the leadership of Professor Manie Spoelstra. A corporate architect, Jan's entrepreneurial spirit was ignited through the market need for a principle-centred, best practice based, negotiation consulting and training approach that results in the creation of an enduring corporate capability. Jan is relentless in his focus on creating rapid bottom line results together with strengthened client relationships and market reputation.

Jan began his career in the financial services industry, serving as a Certified Financial Planner and a Broker Consultant. Excelling in a number of different roles for leading organisations, he consistently outperformed his growth objectives. Throughout his career, he exhibited a particular flair for gaining a foothold in mature markets, no matter how competitive.

The next challenge for Jan was the Information Technology (IT) sector. Starting off as a District Sales Manager in the complex enterprise software application environment, he soon graduated up the ranks to be named General Manager and Public Sector Sales Director for a global systems integrator.

During his career in the corporate sector, Jan consistently outperformed his growth objectives. His negotiation skills and experience were shaped by the multi-million dollar deals successfully closed and managed on a day to day basis. To date, Jan has been involved in negotiating, or consulting to, commercial deals totalling in excess of \$4 billion.

Jan has conducted assignments globally and has lived in Europe, America and Africa. He has a particular interest in complex M&A and cross cultural negotiations involving the deployment of teams for optimal value creation and effectiveness. Jan brings to TNA – Europe a considerable specialisation in applying negotiation best practice to the sales and purchasing domains. In addition to conducting negotiation workshops, Jan regularly consults to leading organisations locally and internationally on negotiation strategies and best practice processes.

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