

MOTY CRISTAL

Moty Cristal is the founder of NEST group and the CEO of Negotiation Strategies LTD, a global consulting company which provides complex negotiations and crisis management training, consulting and operational support to senior executives in the corporate world and governments.

Following an illustrious career as one of Israel's leading negotiation experts, Cristal established NEST to bring a unique systemic approach to the world of negotiation and the benefit of his experience and success to the private sector.

From 1994 to 2001, Mr. Cristal served in various official capacities in Israeli negotiation teams with Jordan and the Palestinians, and experienced years of intense negotiations, and since 2001 he advises, consults and trains business people, top managers, CEOs and senior government officials in Europe, Russia, US and Asia.

Mr. Cristal is a Lt. Colonel (R.) in the IDF, with extensive operational experience in crisis negotiation, and lectures worldwide on crisis negotiation and complex crisis management.

Beyond his teaching in various programs at IDC, he is a professor for negotiation systems at SKOLKOVO, Moscow's leading Business School, as well as a lecturer at Tel Aviv University, research fellow at the *Institute for Counter-Terrorism in Herzelia* and was visiting scholar in leading international negotiation institutions including the *Program on International Negotiation (PIN) at IILASA, Austria*, (2001-2008), *Program On Negotiation at Harvard Law School* (2007) and the *IDSS* in Singapore, (2004).

Graduated Bar-Ilan Law School in Israel (1994), and Harvard Kennedy School of Government (1998), Mr. Cristal writes his PhD at the London School of Economics, where he developed the **Negosystem™** model: a revolutionary methodology of negotiation system design. This model improves CEOs and top managers' performance in complex negotiations, and enables an efficient process and successful outcome.

Mr. Cristal commentates and writes regularly on the Israeli and international media, international conferences and academic publications on negotiation processes and crisis interventions.