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Author: **Negotiating with Backbone**, FT Press May 28, 2012



Dr. Reed K. Holden (Concord, MA), CEO/Founder of Holden Advisors, is a world-class pricing and sales expert who helps clients build go-to-market strategies to drive price leadership, selling backbone and profitable growth. Dr. Holden specializes in helping sales organizations avoid the Procurement Buzz SawSM by implementing strategies to recognize and counter margin-reducing buying tactics. As a change agent, he works with major corporations throughout the world to manage with an outside-in view of the customer. He is an enthusiastic and persuasive advocate for demonstrating customer value and price leadership with companies that need to adapt in highly competitive markets.

In 2008, Dr. Holden published with co-author Mark Burton: ***Pricing with Confidence: Ten Ways to Stop Leaving Money on the Table***, a top selling pricing book for executives. He also co-wrote *The Strategy and Tactics of Pricing* 2nd and 3rd editions during his tenure as CEO of Strategic Pricing Group. Importantly, while there he grew that management consulting firm 85% per year. Other works have appeared in *Marketing Management*, *The Journal of Business Strategy*, *The Journal of Managerial Issues*, *The Conference Board Review*, *The Journal of Professional Pricing*, *Sales and Marketing Management*, *CFO Magazine*, *AMA's Marketing Power Best Practices* and Capco's *Journal of Transformation Pricing Edition*.

Dr. Holden has been speaking professionally for twenty years and regularly keynotes at executive events for management teams for Fortune 1000 companies. He is engaged to facilitate negotiation and pricing workshops and advises sales and senior executives in companies that want to achieve price leadership. Additionally, he speaks at industry associations and conferences such as Professional Pricing Society (PPS), The Conference Board, SAP Sapphire, CIO Decisions, and the Strategic Account Management Association.

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