

Reed K. Holden, D.B.A.
Founder, Holden Advisors
Author: **Negotiating with Backbone**



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 of the *Value DisciplineSM* process and the need for companies to adapt their organization 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 the executives. He also co-wrote *The Strategy and Tactics of Pricing* 2nd and 3rd editions, as well as “Profitable Pricing: Guidelines for Management” (in *Global Management*) during his tenure as CEO of Strategic Pricing Group. Other works have appeared in *Marketing Management*, *The Journal of Managerial Issues*, *The Journal of Professional Pricing Journal*, SAMA’s *Velocity*, AMA’s *Marketing Power Best Practices* and Capco’s *Journal of Transformation Pricing Edition*.

Dr. Holden has been speaking professionally for twenty years and is regular keynote speaker for programs with Professional Pricing Society (PPS) and PriceX. In addition, he speaks at The Conference Board, SAP Sapphire, CIO Decisions, the Strategic Account Management Association (SAMA) and frequently at executive events for management teams. He is regularly engaged to facilitate workshops and advises sales and senior executives in Fortune 500 companies.

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