



Natalie Reynolds

is the Founder and CEO of advantageSPRING and is a recognised thought leader on effective negotiation and the benefits it can deliver for individuals and organisations.

Natalie has trained clients all over the world how to negotiate and influence more effectively including DLA Piper, the BBC, Oracle, Ogilvy and Mather, Morgan Stanley, Thomson Reuters, JP Morgan Chase, Amazon, Freshfields, Deloitte, KPMG, Tesco, UBS and Rolls Royce. Natalie is the author of 'We Have a Deal: How to negotiate with intelligence, flexibility and power' (Icon Books).

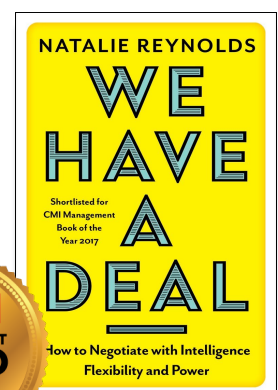
Natalie and the advantageSPRING team work with a range of global companies to develop internal negotiation and influencing capability through coaching and training, often generating huge savings, increased revenue or efficiencies for their clients. Natalie also coaches on the topic of salary negotiation, writes regularly in the national press on the role that negotiation can play in tackling the gender pay gap and delivers keynote speeches at conferences worldwide on effective negotiation.

Natalie has a passionate interest in the role that gender can play at the negotiation table and has spent a number of years researching the issue, providing coaching for women to boost confidence and challenge stereotypes and delivering challenging, provocative and practical master classes for women's networks (including the BBC, Oracle, Tesco, DLA Piper and Mayer Brown LLP) and at conferences across Europe the US and Asia.

Natalie was recently described by the Guardian newspaper as a 'leading expert in effective negotiation' and contributes articles on negotiation skills to sites including the Huffington Post, the Independent, the Financial Times and Forbes. Prior to founding advantageSPRING, Natalie qualified as Barrister, worked in a number of strategic management and legal advisory roles in both central and local government (including as an advisor to the Mayor of London on tackling domestic violence and sexual assault) and worked as a Commercial Director for both a large national charity and a FTSE 100 company.

Natalie and the advantageSPRING team volunteer their time to support various charities with developing their commercial awareness and negotiation capability and are currently working with the NSPCC, Human Rights Watch, the Cherie Blair Foundation for Women and UN Women.

www.advantagespring.com





'Natalie presents in a way that is not only memorable but keeps you on the edge of your seat wondering what pearl of wisdom she will come out with next. Her manner and delivery can appeal to all levels - quite a gift! The take aways are useful and you can get started using your new knowledge right away. Attending a session with Natalie is like reading a good book- you are disappointed when it's over and want more!'

Zoe Layden, Relationship Manager, Allianz

'Powerful and insightful training from Natalie Reynolds on how the art of negotiation can empower us to get more from our work and our relationships with ourselves and others'

Paul Moreno, Human Resources, UBS

'My team loved working with Natalie. The session was engaging, relevant, practical and fun...and it has started to deliver real results in our negotiations'

Doris Braun, Head of Executive Learning, JP Morgan Chase

'Natalie delivered a fantastic speech for our network that made a real impact. It was fun and enjoyable and really challenged views on what it takes to be a brilliant negotiator'

Sophie Lewin, Amazon UK

'Natalie is the master of her craft. Her content was relevant to our needs, on point, actionable and very engaging. The result is that my team can't stop talking about it and say it was the best training they have received to date. More importantly, they are putting the learning into action. Natalie was very professional and a delight to work with throughout the process. Her passion and energy shines through.'

Sevi Simavi, CEO, Cherie Blair Foundation for Women

'We have benefitted hugely from Natalie's expertise and insight into negotiation. She takes what can be a 'dry' subject and makes it exciting, inspiring and empowering. Her style is inclusive and her passion infectious.'

Anna Falth, Head of Projects, United Nations

'Natalie is a real force in the negotiatiton world, challenging convention, inspiring change and delivering real results for clients'

Tanya Tarr, Forbes magazine