

# John Shulman



John is an experienced attorney, negotiator, entrepreneur and public speaker skilled in the art and science of interest-based negotiation. With an A.B. in English from Harvard College and a J.D. from Harvard Law School, John trained with leaders in the negotiation field. John has worked with the Harvard Program on Negotiation on a project in the Middle East addressing conflict over Gaza and the West Bank. He has provided negotiation and conflict resolution training to United Nations personnel at the International Criminal Tribunal for Rwanda. He has been a Visiting Professor at the National Law University, Delhi, India and at Fundação Dom Cabral University in Brazil.

John has trained and worked with business professionals and sales leaders from hundreds of organizations throughout the United States and internationally, including 3M, ABN AMRO Bank, Air Liquide, Anglo American, AstraZeneca, ABN AMRO Bank, Bank of Bahrain and Kuwait, Blue Cross Blue Shield, Cadbury, Caterpillar, the CCIM Institute, Coca-Cola İçecek, Cummins, D E Shaw, Deluxe, Delta Air Lines, Disney, Dräger, Fundação dom Cabral, General Mills, the Government of India, Grupo Televisa, HealthPartners, Henkel, IEEE, International Dairy Queen, the Municipality of Dubai, Mylan Pharmaceuticals, the NAACP, Pepsico, Saint Catherine University, Sandoz Pharmaceuticals, SuperValu, Syngenta, Thomson Reuters, the United Nations, the US State Department and GSA, US Bank, and Xcel Energy.

In 1999, John and colleagues with negotiation expertise founded Alignor to assist organizations implementing an interest-based approach to decision-making and negotiation. Alignor's methodology has been implemented as a core business process by several large organizations, including 3M, Caterpillar, Delta Air Lines and Henkel. Imation awarded John its prestigious "Chairman's Business Turning Point Award" in 2002, and John's work was highlighted in Imation CEO Bill Monahan's book, "Billion Dollar Turnaround." Sales organizations implementing the Alignor methodology have documented ROI of 16 to 1 and higher.

John has developed realistic simulations utilizing interest-based negotiation methodologies to help leaders, managers, and sales professionals build key skills. John's expertise has enabled large enterprises to execute strategies that accelerate implementation and stakeholder acceptance of high priority technology and organizational transformations. John has also helped numerous large sales and account management organizations execute their pricing strategies and handle pricing pushback from their customers.

John has conducted seminars and workshops for thousands of business executives and managers, attorneys, professionals, government officials and community leaders in interest-based approaches to negotiation, sales, account management, supply chain management, communication, project management, and conflict resolution.

Along with one of the co-founders of Alignor, John wrote and directed the critically acclaimed, award-winning human rights movie 'JUSTICE' and the political thriller, "Domestics." He has written numerous novels, works of nonfiction and books on negotiation. John played professional soccer in Asia.

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