

Horacio Falcão

Professor of Management Practice (Decision Sciences)

Horacio Falcão is a Professor of Management Practice at the Decision Sciences Dept. at INSEAD, where he teaches and researches on Negotiation Sciences. He also directs the [INSEAD executive education Negotiation Dynamics program](#) and co-created the two new INSEAD negotiation certificate programs: [Online Certificate in Negotiation and Advanced Certificate in Negotiation](#). He is the creator of the Value Negotiation system: a strategic and flexible approach to negotiation designed to maximize rewards at minimum risk in an international and complex world. He is also the founding partner of two companies: [Value Negotiation](#) (VN), an advisory company to support organizations in their complex negotiations, and [VN Tech](#), a negotiation-support SaaS startup. In 2010, Horacio published his book: *Value Negotiation: How to Finally Get the Win-Win Right*. He also became a [Top 50 Bestselling Case Author in 2020/21](#).

Previously, Horacio worked at Cambridge Negotiation Strategies and CMI International Group (a spin-off from the Harvard Negotiation Project) and at two prestigious law firms in Brazil. He founded and was the first Vice President of the Harvard Latin America Law Society. He has worked for the International Court of Arbitration in Paris, and as a Harvard-trained mediator, he has mediated cases at the courts of Massachusetts. A lawyer trained in both civil and common law systems, Horacio graduated as an LL.M. from Harvard Law School with a concentration on alternative dispute resolution in 1997. He has an MBA (2002) and an Executive Masters in Organizational Psychology (2010) at INSEAD. In 2019, he earned his Ph.D. at Singapore Management University.

For the past 20 years, Horacio has been teaching INSEAD clients and assisting VN & VN Tech clients around the world. His diverse client list includes airlines, automotive, business schools, chemicals, consulting companies, energy, engineering, financial institutions (ex: investment banks, PEs, asset managers, sovereign funds, etc), FMCG, governments, high-tech/hardware, holding companies, infrastructure, international organizations, internet companies, labor unions, media & advertising, mining, NGOs, oil & gas, pharmaceuticals, R&D companies, retail, shipping, software, and telcos.

Before INSEAD, Horacio taught negotiation at the Program of Instruction for Lawyers (PIL) at Harvard Law School and mediation at the Fletcher School of Law and Diplomacy, Tufts University, and the Harvard Mediation Program. He is an active angel investor (2.5x return in 10+ investments) and an advisor to a few start-ups.

He has lived in Brazil, US, France, Singapore, and Switzerland, and worked in over 30 other countries. He was based at INSEAD Singapore for 18 years and transferred to the Abu Dhabi campus in mid-2019. Since the beginning of his tenure at INSEAD, Horacio received the following awards:

- Award winning role-plays
 - Human Resource Management/Organisational Behaviour category 2017: [Oxipouco: An Endangered Species Resource Negotiation \(A\) & \(B\)](#)

- Entrepreneurship category 2020: [Boost M6700 \(A and B\)](#)
- Women in Business category 2020: [The Dual Career Negotiation](#)
- Teaching awards
 - Best MBA Elective Professor in 2004, '05, '06, '08, '09, '12, '13, '14, '15, '16, '17, '18, '19 (INSEAD)
 - Best EMBA Elective Professor in 2005 (INSEAD)
 - Best TIEMBA Elective Professor in 2008 (Tsinghua University, Beijing, China)