

Richard R. Gesteland is a best-selling author, keynote speaker and workshop leader specialized in Communicating, Negotiating and Managing across Cultures.

International Executive 1963 to 1993: Thirty years of global management experience with two international companies. His eight expatriate assignments brought him to Frankfurt (twice), Vienna, Florence, Sao Paolo, New Delhi (twice), and Singapore. His executive positions included Regional Director for South and Southeast Asia and Vice President for Europe-Mideast-Africa.

Speaker and Workshop Leader since 1993: Richard gives keynote addresses and leads workshops for companies, universities, business schools and engineering schools in Australia, Belgium, Britain, China, Denmark, Finland, France, Germany, Hungary, Latvia, Lithuania, Malaysia, the Netherlands, Norway, Poland, Portugal, Russia, Singapore, Sweden, Switzerland, Taiwan, Thailand, the USA and Venezuela.

Corporate clients include Alfa-Laval, Daimler, Danfoss, Danisco, DISA, Deutsche Telekom, Ericsson, Harley-Davidson, Grundfos, Intertek, MAN Diesel, Maersk Oil & Gas, Nokia, Siemens and Terma.

Professional Publications: Author of the Copenhagen Business School Press best-seller *Cross-Cultural Business Behavior* (5th edition 2012), cited in *Harvard Business Review*, with German, Russian, Chinese, Polish, Lithuanian, Swedish and India editions.

He is co-author of *Global Manager at Work* (Systime, Aarhus: 2000), *Marketing Across Cultures in Asia* (Copenhagen Business School Press: 2002), *International Marketing, Cultures and Communications* (Systime, Aarhus: 2002), and *India – Cross-Cultural Business Behavior: For Managers, Expatriates and Scholars* (Copenhagen Business School Press: 2010).

Richard's articles on international negotiating have appeared in the Asian Wall Street Journal, Chief Executive Asia, Foreign Trade, Purchasing Executives Journal, Singapore Economic Journal, China Online and many other publications.

International Speaking and Training Activities since 2004:

- Aalborg University, Denmark: Master's degree seminars on Intercultural Management.
- Aarhus University Law Students Association: Negotiating Across Cultures.
- Aarhus University College, Herning: Communicating and Managing Across Cultures.
- Alfa-Laval, Denmark: Three workshops on "Managing Across Cultures in India."
- American Express Travel Services Europe
- Asia House, Copenhagen: Managing in China and India.
- Bang & Olufsen
- Burgundy School of Business, Dijon: Master's degree courses for international students.
- BYD Shenzhen, China: "Communicating and Negotiating with Finns, Germans and Danes."
- Copenhagen University College of Engineering: guest lectures each semester since 1998.
- Danish Importers and Logistics Association, Copenhagen: three China negotiating seminars.
- FDIC
- Finnish Purchasing and Logistics Association, Helsinki: China negotiating workshop.
- Gdansk Foundation for Management Development: EMBA courses in Warsaw and Gdansk.
- Grundfos: 11 Managing and Negotiating workshops on China, India, Hungary and the USA.

- Grundfos, Denmark: “Managing across Cultures” for international project managers.
- International Association of Assembly Managers
- Intertek, Middleton WI: “Negotiating and Managing in China.”
- Infotech College, Tallinn, Estonia: “Communicating Across Cultures.”
- J. F. Pearson, Shanghai: seminar for middle managers of foreign multinational companies.
- Laurea University College, Helsinki: “Communicating Across Cultures.”
- Marketing Club of Düsseldorf: keynote address, “Cross-Cultural Management Behavior.”
- Mercury Marine
- Nokia Denmark subsidiary, Copenhagen: Negotiating with Suppliers in China.
- Nokia-Siemens Network, Copenhagen: “Danes and India Cooperating Across Cultures.”
- Norwegian Purchasing Association, NIMA: Negotiating workshops on China, Brazil and India.
- Norwegian School of Management BI Oslo: Negotiating in East Asia.
- Oslo University College Engineering Faculty: guest lectures each semester since 2004.
- RSM Erasmus, Rotterdam: two half-day seminars on Intercultural Management.
- Sumitomo Trading Company, Singapore Headquarters: 2-day negotiating workshop.
- Terma A/S, Denmark: “Danes Communicating with Americans and Singaporeans.”
- Textron
- Univ. College of North Jutland, Aalborg: Intercultural Competence for Medical Professionals.
- University of Wisconsin Executive Education: China seminars.
- Umea University School of Business, Sweden: guest lectures.
- Valencia University Department of Management: seminar for doctoral candidates.
- Velux

Recent Keynote Addresses at European Academic Conferences:

- San Sebastian, SPACE: European association of business colleges.
- Torino, EAIE: European Association for International Education.
- Vilnius, EURASHE: European Association of Institutions of Higher Education.
- Vilnius: University of Applied Science 4th International Days 2011.
- Alytus, Lithuania (2009) and Bydgoszcz, Poland (2010): PIM Baltic Conference.
- Leicester, England, IC-SID Conference 2011.
- Porto, SPACE Conference October 2011: European association of business colleges.
- Geel, Belgium: KHK University College International Days 2012.

* * * * *