



**Moty Cristal**

Professor, Co-Founder of the Centre for Negotiation and Network Studies  
SKOLKOVO School of Management

**Disciplines:**

**Communications**

Negotiation Skills

Presentation Skills

Interpersonal Relationships

Cross-cultural communications

Effective Communications

**Leadership & Personal Transformation**

Emotions management

Moty Cristal is Professor at Moscow School of Management SKOLKOVO, where he teaches Complexity and System Thinking, Negotiation, Communication and Crisis Management to MBA, EMBA and various executive groups. In 2019, together with colleague Marat Atnashev, he established the Centre for Negotiation and Network Studies at SKOLKOVO.

Moty is the founder and CEO of NEST - Negotiation Strategies. Following an illustrious career as one of Israel's leading negotiation experts, he established NEST in order to bring a unique systemic approach to the world of negotiation and the benefit of his experience and success to the private and public sectors.

Professor Cristal served for almost a decade in senior capacities in Israel's formal negotiation teams with its neighbours, and is a Lieutenant Colonel (R.) in the Israel Defense Forces, with extensive operational experience in crisis and hostage negotiations. Over the last 20 years, he has been advising, consulting and training business people, top managers, CEOs and senior government officials in the US, Europe, Russia, the CIS and Asia in analysing, planning and designing complex negotiation processes. His experience extends to the energy, construction, financial, technological, pharmaceutical, industrial, transportation and aeronautical sectors, and varies from complex deal-making negotiations, cross-cultural business disputes, union-management conflicts, post-merger integration and project management to business and national crisis management.

Professor Cristal is also a lecturer at the leading Executive MBA at the Coller School of Management at Tel Aviv University and at the Arison Business School at the Interdisciplinary Centre in Herzliya. Professor Cristal is a

regular commentator and writer in international media and at international conferences, as well as in academic publications on negotiation processes and crisis interventions.

Moty graduated from Bar-Ilan Law School in Israel (1994), and Harvard Kennedy School of Government (1998), and serves as board member of the International Association of Conflict Management, and a Steering Committee member of the prestigious PIN Group (Processes in International Negotiations).