

Joe Hernandez

Chief Executive Officer – Founder

Joe Hernandez is an international authority on high-value negotiations skills and techniques.

As a professional negotiator and coach, Joe assists CEOs, senior executives, sales professionals, and buyers in preparing for their most important deals. In addition, he provides world-class negotiation training programs that change the way business people negotiate deals with immediate results. He has developed a unique methodology of negotiating that utilizes cutting-edge tools and processes. He shatters common beliefs about how to negotiate...unlocking exceptional results for his clients. Psychology and influence create a foundation for his approach, but more important are the tools he utilizes to ensure a successful outcome...every time.



He has proven that high level negotiating is about understanding human behavior, thorough preparation, and developing credible relationships across the table.

Many negotiation coaches have insisted that all negotiations can be accomplished using only one proven methodology. Joe believes and has consistently proven over a 30-year career, that business negotiations are not the same as any other kind of negotiation. This is because business negotiations provide the opportunity to create more control, more options, and more reasons to reach an agreement.

Joe has negotiated contracts worth billions of dollars with Fortune 500 companies such as AT&T, Verizon, and Motorola as well as numerous small and medium-sized businesses. He is an expert at high stakes business deals where maintaining relationships is critical, and where the outcome results in a material financial impact on the parties.

Joe has many years of experience in senior leadership positions where he ran large organizations to deliver next-generation technology solutions. Before founding Lionshare Negotiations, LLC, he held the position of Senior Vice President and Lead Negotiator for Intrade where he negotiated billions of dollars in high margin deals. He has worked for some of the most powerful corporations in the world including IBM and Xerox. In fact, at IBM, he was awarded their most prestigious sales honor as the number one ranked salesperson in the United States. In every position, he has consistently exceeded objectives by being an expert negotiator.

Joe is in demand as a lead consultant on high-value deals for clients worldwide, and his training programs and keynotes are intriguing, insightful, and eye-opening.