

Erich Rifenburg



Location: Colorado, USA

Erich Rifenburg possesses over 15 years of experience in negotiating with and selling to some of the world's largest technology companies. During this time his sales teams have closed complex deals worth hundreds of millions of dollars. Erich has always had the heart of a facilitator, and has ensured that his teams reap the dividends earned by employing the value creation framework in high stakes negotiations.

Erich draws from his deep front-line global sales and sales team management experience when sharing instructive stories and practical advice. Erich is comfortable guiding clients new to negotiating, clients caught in tough price negotiations, as well as veterans anxious not to take a misstep as they navigate a complex deal. Erich's facilitation style has been described as thought provoking, insightful, deeply credible and actionable.

Erich is equally comfortable sharing insights on how procurement professionals can gain maximum leverage when faced with a trained and well prepared vendor. Erich's global negotiation experience spans the United States, Europe and Asia.

Erich holds a master's degree in International business from both the University of South Carolina and the Vienna University of Economics and Business. After graduate school, he spent several years living and working in Europe for Emerson Network Power. In leading global sales teams, Erich has gained invaluable insights in how to create value, regain and maintain the upper hand, while fostering collaborative relationships.