

# Zoe Pangalos

Senior Consultant



## Contact

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Zoe Pangalos helps her clients optimize the outcomes of their supplier negotiations through the application of game theory and behavioral economics. She has extensive experience with the design and implementation of procurement auctions and expertise in negotiation strategy and tactics across a wide range of direct and indirect procurement categories. Ms. Pangalos develops custom negotiation designs and leverages NERA's proprietary procurement auction software to drive savings and other negotiation outcomes for clients. She has advised on procurement negotiations for companies and governmental bodies throughout the Americas, Europe, and Asia-Pacific.

Ms. Pangalos has designed and implemented auctions tailor-made to the specifics of numerous procurement categories including plastic materials, packaging, professional services, freight, software licenses, and real estate and construction. She has also designed and delivered negotiation trainings in game theory, auction design, and behavioral economics and their application in procurement. Ms. Pangalos emphasizes not only the most rigorous economic analysis but also the best "fit" for her clients. She prioritizes connection and open communication and creates negotiation designs customized to the needs and strategies of the client's procurement organization.

Prior to joining NERA, Ms. Pangalos was a Senior Manager in the procurement negotiation center of excellence at a Fortune 500 corporation. In this role, she led cross-functional procurement teams in strategic competitive negotiations. In addition, she developed best practices to overcome the internal and external obstacles that arise during a competitive negotiation process. Her approach is rooted in this experience, which has established her as a trusted advisor to her clients.

## Education

MSc in economics, University of Amsterdam

BA in economics, Amherst College

BA in psychology, Amherst College

## Publications

- *How Procurement Can Avoid Being Price Gouged Amid High Inflation*

## Practice Areas

Auctions

Communications, Media, and Internet

## About NERA

NERA Economic Consulting ([www.nera.com](http://www.nera.com)) is a global firm of experts dedicated to applying economic, finance, and quantitative principles to complex business and legal challenges. For over half a century, NERA's economists have been creating strategies, studies, reports, expert testimony, and policy recommendations for government authorities and the world's leading law firms and corporations. With its main office in New York City, NERA serves clients from more than 25 offices across North America, Europe, and Asia Pacific.