

John Henshall
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John is a partner in the firm's Global Transfer Pricing Group and he is global co-lead for our Business Model Optimisation (BMO) services.

John represents Deloitte at OECD as a delegate to Working Party 1, dealing with Permanent Establishments, and Working Party 6, dealing with transfer pricing of intangibles. In the light of this John was a natural choice to work with OECD on the *Base Erosion and Profit Shifting* initiative that is currently attracting media attention.

John specialises in BMO and Intellectual Property (IP) transfer pricing, which are significant value drivers for large multinational businesses. This work often leads to Advance Pricing Agreements (“APAs”), tax audit defence work or to Mutual Assistance Procedure claims to the Competent Authority.

Training initially with the UK tax authority, John became a Deloitte Partner in 2001. He has been involved with BMO work since the late 1980's. John represents Deloitte UK to HMRC at National level on transfer pricing technical matters.

John has been consulted by overseas Governments concerning the modernisation of their approach to international taxation and transfer pricing. John lectures on supply-chain reorganizations and the transfer pricing of intangibles both to industry and to tax authorities and he is regularly published, including in journals such as *Practical US / International Tax Strategies*, *Tax Planning International Transfer Pricing*, and *The Tax Journal*. John is the author of *Global Transfer Pricing: Principles and Practice* (2nd Edition) [Bloomsbury Professional, 2013] [[see - A book to help answer your transfer pricing challenges](#)].

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