

Caroline Cerar - Portrait

MMag. Caroline Cerar MSc.

*Owner & Managing Director
Management Counterparts
&
Expert in Strategic Effectiveness*



Caroline Cerar, owner and Managing Director of Management Counterparts, has more than 13 years of experience in management consulting. As an expert in Strategic Effectiveness, she helps corporations and executives develop their own strategic competence, design and lead functional organizations and become more effective in strategy implementation.

Her expertise lies in strategy development and education, innovation, organizational design and development, coupled with a special focus on strategy implementation and change management. In these topic areas Caroline Cerar acts as a speaker at conferences and seminars, and teaches as a university lecturer at the Institute for Leadership and Entrepreneurship at the University Graz. For executives on the upper management level, she is also a partner for business sparring.

Caroline Cerar studied law, business administration and psychotherapeutic psychology. She completed trainings in Gestalt therapy and systemic coaching, counseling and therapy. Next to business consulting, she works as a business coach for top executives and runs a small psychological counseling institute specialized on individuals with leadership responsibility.

Management Counterparts (formerly Perveno Consulting) was founded in 2009. Before this Caroline Cerar held the position of a partner with Malik Management Zentrum St. Gallen for several years. Prior to her consulting job, she spent more than 8 years in the international consumer goods industry with Procter & Gamble in marketing and sales positions on the local and European level, with both strategic and operational responsibilities.