

Dr. Mirko Mušič **Adizes Associate**

As a certified Adizes Associate, Mr. Mirko Mušič is working with Adizes methodology from 2009. Under the supervision of Dr. Ichak Adizes, Mirko facilitated the process of organizational transformation of Halcom d.d., the company of the year 2011, which led to maturing of the company and its successful sale in 2016.

He led or participated in organizational-transformation programs for client companies in Germany, Slovenia, India, Turkey, Israel, Mexico and Latvia. Through numerous tailor-made TopLeaf programs he has trained over two hundred participants from tens of companies in the basics of the Adizes methodology.



After receiving his Ph.D. in nuclear physics at the Max-Planck Institute in Heidelberg, Germany at the age of 26, Mirko was active in the telecommunication industry, predominantly with SIEMENS in Munich. Positions he held included research, business development, marketing and sales. After starting and managing a business unit within a large corporation, he proceeded to manage an Australian high-tech start-up funded with venture capital. A two-year period of fast growth and development was followed by a successful company sale to a strategic partner.

After relocating to Slovenia, he started his own consulting company providing support to boards and directors in improving the competitiveness of companies they manage. He participated in numerous projects in various industries throughout Europe. Within Technology Park of Ljubljana, he was a coordinator of business mentors and is mentoring several high-tech start-up companies.

For the last ten years Mirko is active as a member of the Board of Directors of several companies and the Board of the Slovene Chamber of Management Consultants. Apart from that, he is a co-owner of the leading Slovene organic-retail company. His articles are published in various business magazines.

Over a decade, Mirko is active as an instructor and a coach of CustomerCentric Selling methodology, which helps companies increase effectiveness and efficiency of the sales process. He instructed and coached numerous companies in several European countries and in the USA.

Mirko is married, has two daughters and lives with his family in Ljubljana, the capital of Slovenia.

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