

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.

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



After receiving his Ph.D. in nuclear physics on Max-Planck Institute in Heidelberg, Germany at the age of 26, Mirko was active in telecommunication industry, predominantly with SIEMENS in Munich. Positions he held included research, business development, marketing and sales. He started and managed a business unit within a large SIEMENS business system and after that 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 last ten years Mirko is active as a member of the Board of Directors of several companies and the Slovene Chamber of Management Consultants. Apart from that, he holds a majority share in a leading Slovene organic-retail company.

Over one 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, capitol of Slovenia.

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