

Curriculum Vitae: **Gertraud GURSCHLER, MBA**

Education in the fields of management and training:

University St. Gallen/Switzerland and University Innsbruck/Austria:

Applied business administration

Specializing on HR- and organizational development

Universities Innsbruck/Austria, Freiburg/Germany and Bolzano/Italy:

Certified adult educator



Career:

I grow up in an entrepreneurial family, successfully operating a mid-sized enterprise actually in the 4th generation, and gained personal experiences in as different areas as automotive-, construction- and tourism businesses.

I am entrepreneur, trainer and publisher of the AuscultA Management audio book “LEADING EFFECTIVELY”, responsible for

- Script, didactics and design
- Production, sales and distribution

Activities and experiences as a Trainer:

As a trainer in the fields of “Leadership & General Management” I collaborate since many years with my partner Dr. Ofner.

My focus is on

- Development of leaders, managers and human resources
- Organizational development
- Communicative competencies and empathy
- Making and keeping family owned enterprises successful

It is my basic intention to contribute to the sustainable improvement of the quality of management and the managerial skills – particularly concerning personal- and HR-development as well as the mastery of the “soft skills” – and enable that way the significantly increase of the efficiency of organizations.