

Anna Pehar



Anna Pehar is an independent international management consultant in the area of Executive Development. With her extensive experience in both the corporate and the academic world, she acts as an advisor to both Business Schools and Universities as well as to Corporates and NGO's. Her areas of expertise include post-graduate and executive education, program development and project management, organizational effectiveness, business development and consultative selling, account management and effective communication.

Her approach is personal and practical; when assisting her clients in developing a business strategy, value proposition or developmental program, she focuses on the implementation, the 'how to do it'. Her starting point is always the uniqueness of the person or organization she is working with; finding the strength that is already there and develop it further. As a consultant or advisor she finds 'listening' more important than 'speaking'. This approach has proven to be successful both in mature economies and organizations but certainly also in developing markets.

Anna's corporate background is commercial, but always in the professional services sector with broad experience in sales and consultancy, including HR Consultancy and training and development. From there she moved into academia and was the director of Executive Education at the Rotterdam School of Management/Erasmus University in the Netherlands for 10 years. In that position she was among other responsible for the management of the unit and the growth and internationalization of the Custom Programs portfolio, moving RSM high in the rankings as a credible partner in executive program development. Her personal client portfolio included United Nations, BankSeta, Kone, Denso, GoodyearDunlop, AstraZeneca, Tesa, Leadership for Conservation Africa (LCA) and many others. After leaving RSM she worked at EFMD (European Foundation for Management Development) in Brussels in the role of director of Business School Services, where she was responsible for the activities for the business school members. This included the organization of academic conferences and developmental programs and acting as a 'linking pin' within the network and with other international networks, providing information and disseminating knowledge to the member institutions globally. In 2010 she established her own consultancy practice, linking her profound professional experience with her extensive international network.

Anna holds a master's degree in linguistics, with majors in socio- and psycho linguistics and she has a fascination for how interpersonal communication works – or does not work. Her motivation to work in executive development is the opportunity to contribute to the development of organizations through the development of people. She strongly believes that 'people' are any organizations most important asset and often not enough valued as such.

Anna is born in Italy from Croatian parents; she was raised and educated in Sweden and obtained her university degree in the Netherlands where she is currently based. She has lived and worked in several countries and cooperated with people from many different cultures and she finds that has enriched her, both professionally and personally. She has a weak spot for working in developing markets and has spent considerable time on projects in Africa and Eastern Europe among others. She communicates fluently in 5 languages and sees herself as a true global citizen with her roots in Europe.

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