

Patrick Guggenberger



Patrick Guggenberger is a Partner in McKinsey's Vienna Office and a leader in our European Consumer Goods Sector and Organization Practice. He leads our People and Organizational Performance Service Line in Europe, helping consumer-facing companies in unleashing organizational potential.

Since joining the firm in 2012, Patrick has drawn on his expertise to reimagine organizations and has focused his advisory work on helping leading companies improve their organization design and pursue end-to-end operating model transformations.

Relevant experience

Operating model re-design for a global leading consumer goods player incl. adjustment of global/regional/local structure & governance and regional process adjustments

Operating model transformation for a retail e-commerce start-up incl. org design, processes, governance model and performance management system

Reorganization of a consumer player to increase efficiency, speed, and agility, enhance global cooperation, incl. product roadmaps and decrease structural cost

Transformation program for a leading consumer goods player, adjusting the operating model, fostering faster decision making and agility, eliminating duplications and putting new ways of working in place

GBS transformation for a consumer goods player incl. initial diagnostic and full-scale implementation of global footprint

Growth strategy for a leading CPG player along where to play, how to win and how to make it happen

End-to-end business model transformation (1+ year) for global consumer goods company focusing the right setup of the corporate center incl. all core value processes along the end-to-end value chain & support processes (i.e., reporting, IT, HR, Consumer Insights, and Digitization)

Education and professional background

Patrick holds a PhD in Economics from the University of Dortmund, a Masters Degree in Management from the London Business School and a Bachelor Degree in Business Administration from the Vienna University of Economics.
