

Tailored, Results-Driven Business Transformation Solutions

Working out of the bustling Swiss city of Zurich, Advisory Group AG empowers its clients by helping them to maximise their potential and add measurable value to their companies at every turn. Specialising in everything from comprehensive management consulting services through to programme leadership, digitalisation, or even offering up a second opinion on stalled projects, this consulting firm ensures that its clients are always top priority. For this, Advisory Group has more than earned the title of Leading Management Consulting Firm of the Year 2024 – Zurich.



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Advisory Group AG was established back in 2005, meaning that later this year it will mark 20 years of operating successfully in the dynamic environments synonymous with modern industry. Despite the constant challenges of this sphere, the firm operates atop a track record of constant success, and it is incredibly proud to have implemented a string of major projects for some of the most respected companies across both its home nation and abroad.

Driven by its client-service orientation, an enthusiasm to act, and a unique ability to nurture trust through lasting relationships, Advisory Group possesses both specialised expertise and a suite of tailored solutions. Few are able to compete with the depth of knowledge and encompassing service delivered by the firm, and it is for this reason that it has carved out a reputation for starting where others stop. By thinking outside the box yet underpinning its approach with proven and refined processes, quality is delivered as standard.

Founded by Dr Wladimir Kovacic, a visionary leader with a successful career in senior roles and an unbridled passion for empowering businesses, the firm leverages the expertise of its founder to revolutionise decision-making processes for such discerning businesses as banking and insurance giants, as well as trade, manufacturing and service companies.



Rather than simply solving the problems of these operations, the firm and its team serve as catalysts for their long-term growth – combining cutting-edge innovation with bespoke, scalable solutions.

Although all consultancies may initially seem the same, their differences can be felt as soon as a business starts working with them, and their unique personalities quickly shine through. These variations can make all the difference for clients, as seen through the unique partnerships with universities and other research institutions boasted by the team at Advisory Group. When combined with the firm's wealth of expertise and independent nature, these joint ventures ensure consistent, unprecedented success, even when others have failed.

For example, Advisory Group has taken over many critical transformation and outsourcing projects over the past two decades, finding success in one way or another with them all. More than half of its success stories – 60% – are projects that previous consulting firms have already tried their hand with, to no avail. Some of these firms are even renowned on an international scale, highlighting that size does not necessarily result in quality – especially when bespoke, full-service firms such as Advisory Group exist.

After all, consulting is nothing if not a world of promises, but few firms are actually capable of delivering on what they say, especially in an environment of fleeting trends and ongoing regulatory shifts. Since its ethical code is grounded in the Christian principles of teamwork, fairness, and trust, Advisory Group never just says what companies want to hear – it actually delivers on its promises, something corroborated by an array of testimonials.

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The positive feedback we consistently receive—from clients, partners, and industry peers—speaks volumes. We're not just delivering successful projects; we're cultivating a reputation for excellence, innovation, and trustworthiness.

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With 2025 well underway, Advisory Group's commitment to results is stronger than ever. As for the next few years, the firm is excited to be entering into an era of innovation, where its meticulous blend of state-of-the-art technology and strategic leadership will help clients to rethink what is possible. “Our roadmap is centred around empowering organisations to thrive by addressing key areas that shape the COO/CIO agenda,” explains Dr Wladimir Kovacic, “including AI adoption, sourcing strategies, and operational excellence.”

Be it optimising supply chains for improved cost and speed, streamlining complex processes, or enabling digital transformations, the solutions afforded by the firm not only deliver enhanced efficiency, they also pave the way for sustainable growth. Recognised as the Leading Management Consulting Firm of the Year 2024 – Zurich, Advisory Group AG is continuing to lead the charge when it comes to revolutionising sourcing and transformation projects in Switzerland, the EU, and the UK – a testament to its industry-leading ability.