

Dr. Antonella Mei-Pochtler

Senior Partner and Managing Director
The Boston Consulting Group



Dr. Antonella Mei-Pochtler is a Senior Partner and Managing Director of The Boston Consulting Group.

She was born in Rome and went to the German School, where she graduated in 1976. As part of her extracurricular activities, she was the captain of the German School's handball team, with which she was elected Italy's Junior Athlete of the year.

With a scholarship of the German Academic Exchange Service (DAAD), she studied business administration at the Ludwig Maximilian University of Munich, where she graduated in 1981. She then earned her Doctorate in Business Administration at the University of Rome and an MBA at INSEAD in 1983 with the Dean's List Award.

In 1984 she joined BCG's Munich office and was promoted to Partner and Managing Director in 1990 and to Senior Partner in 1998. She has held many different leadership positions including Head of the German Consumer Goods practice from 1990 to 1997, she opened BCG's Vienna Office in 1997, became the Global Branding Topic Leader in 1999, a member of the European Management Team in 2004, and a member of the global Executive Committee in 2006. Since 2011, she has been leading the Media Sector of the firm.

Her client work has been mainly focused on the development and implementation of strategic and organizational change in global corporations from the Non-Financial Sector. She also worked on branding issues, particularly in the consumer goods, retail, and automotive sectors. In 2008, she was voted one of the world's 10 best consultants by Consulting Magazine.

In addition to her project work, she created and for more than 10 years has been organizing the Brand Club, a top marketing- and media-focused conference for Senior Leaders in the German speaking area. She is also a co-initiator of BCG's educational initiative business@school, for which BCG received the Freedom and Responsibility award from the German government in 2002.

She is also engaged in other pro bono activities, like the German Bone Marrow Donor Association (DKMS) as well as Europe's 500—Entrepreneurs for Growth, the European association of fast-growing companies. In 2012 she became board member of Teach for All, the global network for expanding educational opportunity.

She has written many articles on a wide range of topics, and a selection of essays has recently been published in her book "Acupuncture for Management."

Antonella Mei-Pochtler is married to Christian Pochtler, an Austrian entrepreneur, and has three daughters. She speaks four languages and is a passionate skier and art lover.

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