

About Karola Sakotnik, MBA MAS



Karola Sakotnik specializes in harnessing creative work postures and artistic processes on a meta-level for the economy. The director and singer grew up professionally on stage, in a world where success means everything. She has experienced what works and what does not.

What distinguishes her is her extensive knowledge of personality development, intercultural issues and humor. The expert for presence, congruent communication and leadership in complex environments moderates sensitively and purposefully, accompanies processes, trains and coaches in 4 languages: German, English, Italian and French.

She comes from improvisation, clown and music theater and, as a soloist on the Vereinigte Bühnen of Graz, was about to gain an international foothold when a health crisis forced her to change direction. An MBA in International Culture Management has paved her way into the world of corporations.

She has managed a budget of € 4.5 million, first as Program Manager at AIDAcruises, then as Artistic Director of the World's Most Exclusive Cruise Ship, MS Europe, up to 350 local and virtual employees, and has created award winning concepts for living spaces in the Tourism developed. For a long time she was traveling internationally as a talent scout. At around 7,000 events she has directed and moderated performances by people like Rolando Villazon, Udo Lindenberg, Till Brönner, Senta Berger, Peter Kraus, Johann Lafer or Hellmut Karasek.

In the area of NGOs she has developed for the Red Noses International Emergency Smile, a program for psychosocial support through humor and clowning for traumatized individuals affected by traumata caused by war and torture. She directed and implemented this in 2013 in cooperation with MSF Africa, 2014 and 2015 with Save the Children in 4 refugee camps in the Middle East, in cooperation with the IFRC 2015 and 2016 implemented in 10 cities of Ukraine and 2016 in 7 camps in Greece.

Amongst other things, she uses the Business Love © method, which she has just developed, for publishing a publication in the business sector.

Her credo: "Creative working methods have answers to current challenges. Volatility and uncertainty have always been part of their process. Because it's about our future, the world needs creative, wise and humorous people just to stay alive! "