

Ideas Alone Are Not Enough

20/08/2025 Transportation Industry Lead Marc Zacherl on the power of execution in a changing world.

Rising customer expectations, new technologies, and shifting conditions – everything is changing at a rapid pace. Those who only analyze risk falling behind. “What we need is speed,” says Marc Zacherl, Head of the Transportation Industry at Porsche Consulting.

It all comes down to people, because they are the ones who turn ideas into reality. “People who implement things with passion and conviction.” What matters is not just the vision, but the execution. “Progress happens where people have the courage to take action and drive change.”

As part of the Leaders Unplugged series, Porsche Consulting puts current business topics and controversial leadership issues on the agenda. To kick off the series, decision-makers from German industry came together at the Porsche Museum in Stuttgart to discuss the importance of values in difficult times.

Watch the video statement with Marc Zacherl now.

MEDIA ENQUIRIES



Jan Boris Wintzenburg

Director Communications and Marketing
Porsche Consulting GmbH
+49 (0) 152 3911 8663
jan_boris.wintzenburg@porsche-consulting.com

Link Collection

Link to this article
https://newsroom.porsche.com/en/2025/company/porsche-consulting-ideas-alone-are-not-enough-40334.html

Media Package
https://pmdb.porsche.de/newsroomzips/0cbcd4cc-8178-440e-9b16-675b7ab2e267.zip

External Links
https://www.porsche-consulting.com/