

Dr. Eugene Muscat Bio (pdf)

Eugene is currently a Professor of Management at the University of San Francisco School of Business and Management, and founder of USF's Gellert Foundation Family Business Center. He is a frequent contributor to San Francisco media outlets and appears regularly on television and radio programs covering the bay area business scene. Eugene was quoted from his experience in saying, "The biggest fallacy about family business is that they're small."

Eugene has served as a "Consigliore" for countless of family-held firms over a twenty-five year period. He has maintained an international client base of family business owners with a specialization on Pacific Rim and United States enterprises.

He has extensive experience in partnering with accountants, financial service experts, lawyers and risk managers at the earliest stages of strategic and succession planning for multi-generational family businesses.

His consulting services focus on the key specialties:

- Values Clarification Process*
- Vision/Mission Statement Development
- Succession Planning for the Current Generation of Owners
- Career Development/Coaching for the Next Generation of Owners
- Family Business Retreat Planning
- Family Business Foundation Design and Facilitation
- Family Business Council Design and Facilitation
- Home-based Business Design
- Family Business Foundation Design and Facilitation

*Values Clarification Process (a DVD is available by contacting Eugene directly at Muscat@usfca.edu or tel. 415 994-5601) is a hand's on group activity for the members of a family business or owners of a start-up venture. Eugene as a trained facilitator will guide the participants during a half day workshop that will produce a set of not more than ten core values that can be used to guide strategic planning or secession planning. The dialog is best accomplished in a retreat setting away from the workshop. The outcome of this process is particularly helpful for multigenerational family business that wants to grow and diversify their assets.

In recent years he has gained a reputation for providing triage services to family business owners responding to or hoping to avoid the tragic effects of sudden death, disability, divorce, debt or disaster.

Based in San Francisco, Eugene is available for speaking as well as consulting engagements worldwide.