Purpose: The aim of the study is to analyze whether the management assistant can be an enabler of continuous improvement. We have conducted a review of the literature related to continuous improvement and the figure of the management assistant in the organization.

Design: For the analysis of the collected information qualitative methodology has been used, specifically decision-making based on expert opinion obtained through group techniques.

Results: The study shows that the management assistant’s competences allow him/her to facilitate the key elements of continuous improvement.

Limitations: the experts who took part in the study come from the same company and this fact can skew the analysis.

Practical implications: competences that enable the management assistant to support each of the key elements associated with the process of continuous improvement have been identified. It can be useful for any company committed with continuous improvement.

Originality / value added: the study establishes the role of the management assistant in relation with continuous improvement and helps to define the role of this figure in the company.