



DANIELA MIŠUROVÁ

MANAGING DIRECTOR
DHL EXPRESS SLOVAKIA



She leads the company's operations, strategic growth and customer-centric services. She has been with DHL Express since 2000, building her career through roles in sales, key account management, commercial leadership and marketing before being appointed Managing Director in 2010, a position she has held for over a decade. Under her leadership, DHL Express Slovakia has focused on innovation, reliability and network development to meet evolving customer needs, strengthen service quality and expand the company's footprint. Daniela champions a culture of teamwork, flexibility and excellence and is actively involved in industry discussions on logistics trends, sustainability and digital transformation. She holds a degree in economics and is recognized for her commitment to operational excellence and people development.

WWW.DHL.SK

WHAT ACHIEVEMENT FROM 2025 ARE YOU MOST PROUD OF, AND WHY?

In 2025 we were able to strengthen our global network while continuing to deliver fast, reliable, and sustainable international shipping for our customers. This reflects our ongoing commitment to operational excellence, innovation, and connecting people and businesses across borders—no matter the challenges. From the point of view of DHL Express Slovakia, we are proud of expansion of our retail network, bringing us closer to our customers and making our services more accessible across the country. In parallel, earning 3rd place in the Naj Zamestnávateľ survey from Profesia in the logistics category is a strong recognition of our people-focused culture and confirms that our employees remain at the heart of our success.

WHAT IS THE BIGGEST STRATEGIC CHALLENGE YOUR COMPANY IS CURRENTLY NAVIGATING?

At the moment, the biggest strategic challenge we are navigating is balancing long term transformation with the day to day operational resilience our business requires. The pace of change in our industry—whether it's digitalization, fluctuating market demands, or evolving customer expectations—means we need to innovate quickly, but in a way that doesn't compromise the reliability our brand is built on.

We're therefore focused on strengthening our internal processes, boosting cross team collaboration, and ensuring our people have the right tools and clarity to adapt to new priorities. It's a delicate balance: driving progress while keeping our core operations stable, efficient, and customer centric.

HOW DO YOU FOSTER INNOVATION WITHIN YOUR ORGANIZATION, WHETHER THROUGH TECHNOLOGY, PEOPLE, OR BUSINESS MODELS?

We foster innovation by creating an environment where people feel both empowered and equipped to try new things. Technology plays an important role, but for us innovation always starts with people — with curiosity, collaboration, and the willingness to challenge established ways of working.

We actively encourage teams to share ideas across functions, experiment with smarter digital tools, and look for small improvements that can scale. At the same time, we focus on building a culture where feedback is valued, learning is continuous, and innovation is not seen as a separate initiative, but as part of how we operate every day.

It's this combination of technology, mindset, and open communication that helps us stay adaptable and move the business forward in a meaningful way.

HOW IS AI OR DIGITAL TRANSFORMATION CHANGING YOUR INDUSTRY, AND HOW ARE YOU RESPONDING?

AI and digital transformation are profoundly changing the way we at DHL manage logistics, assess capacity, and respond to customer needs. Automation, predictive data, and intelligent tools help us accelerate processes, increase accuracy, and enhance the customer experience.

We are responding by connecting technology with people: investing in modern systems, simplifying internal processes, and strengthening the digital skills of our colleagues. We see AI as a form of support — it frees us from routine tasks so we can focus more on meaningful communication, innovation, and the customer.

WHAT LEADERSHIP QUALITY DO YOU BELIEVE IS MOST ESSENTIAL IN TODAY'S COMPLEX ENVIRONMENT?

In today's complex environment, I consider the most important leadership quality to be the ability to build trust and psychological safety. When people feel heard, informed, and free to speak openly about ideas or concerns, it creates space for better collaboration, innovation, and faster adaptation to change.

A leader today is no longer the one who provides all the answers — but the one who creates an environment where others can find those answers.

IN THE CURRENT GEOPOLITICAL AND ECONOMIC CLIMATE, WHAT SHOULD SLOVAKIA PRIORITIZE TO REMAIN COMPETITIVE WITHIN THE EU AND GLOBALLY?

To stay competitive within the EU and globally, in my opinion, Slovakia should prioritize these key areas:

1. No. 1, accelerating innovation and digital transformation — not only in business, but also in public services — to create an environment where companies can scale and invest with confidence.
2. No. 2, developing and retaining talent. Strengthening education, supporting future focused skills, and building stronger links between schools and industry will be essential for long term growth.
3. And No. 3, maintaining a stable and predictable business environment. In today's geopolitical and economic uncertainty, trust and clarity are strategic advantages. Combining innovation, strong talent, and reliability is what will keep Slovakia competitive in the years ahead.