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Martin Malo has been active in the HR market since 2009 and has held a range of project and management roles across the Czech Republic and Slovakia. Since 2019, he has led Gi Group Holding's operations in the Czech Republic, including Grafton Recruitment, and since 2022 he has also overseen Gi/Grafton in Slovakia. His expertise includes business leadership, labour market analysis, employer relations, and communication with public institutions, with a strong focus on labour market trends and developments in times of uncertainty.

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

Slovakia should focus on foreign investments projects, employer's support and EU initiatives. The main goal is to achieve a GDP growth. Moreover Slovakia should prioritize among others, education and healthcare systems.

DEMOGRAPHIC CHANGE IS RESHAPING LABOR MARKETS ACROSS EUROPE. HOW SHOULD SLOVAKIA RESPOND TO AGING, TALENT SHORTAGES, AND WORKFORCE TRANSFORMATION?

Mainly via re-skilling and up-skilling. These are the main priorities to be in-line with the implementation of technologies. On top, due to the negative demographic curve, it is vital to support economic migration from non EU countries.

IF YOU COULD DEFINE ONE BOLD REFORM OR STRATEGIC SHIFT THAT WOULD SIGNIFICANTLY IMPROVE SLOVAKIA'S BUSINESS ENVIRONMENT, WHAT WOULD IT BE?

As I am representing the HR / Labor market, I would advise to dramatically eliminate the "grey" zone of the labor market, which is, unfortunately, widely present in Slovakia. This would secure higher incomes to the country budget and cultivate the labor market itself.

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

As we are facing very turbulent business environment recently, I am mainly proud of our ability to navigate through it. This wouldn't be possible without our engaged colleagues, they are the important part of our existence.

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

Definitely to compete with the grey zone of the labour market. As well the economic prediction in Slovakia doesn't seem to be promising therefore fighting for new business is a challenging discipline.

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

Well, innovation is always linked to investments. I am proud to say that, no matter what is happening outside, we keep investing in to technologies, mainly in to our internal IT systems which allows us to be even more productive and effective.

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

You are right, it is. Our response is very simple: we understand speed is becoming more and more relevant in the Recruitment business. That's why it is important to invest in to those AI technologies which allows you to speed up the hiring processes, to be able to deliver as fast as possible the feedback to the candidates and the candidates to the customers.

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

Resilience.

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TOGETHER, WE'LL GET IT.**

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