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Roman Ponc is a Partner at LeitnerLeitner Slovakia, where he leads the firm's accounting and payroll services in Bratislava. He focuses on guiding clients through the intersection of local compliance, financial reporting, and process transformation. He has extensive experience in addressing local statutory and compliance requirements while bridging them with broader international standards and group expectations. Roman works with a diverse portfolio of Slovak and international companies and is also responsible for driving digitalization initiatives, process automation, and the practical use of AI within the Slovak practice. He joined LeitnerLeitner early in his career and has since grown into a leadership role. Today, he leads a team of more than 20 professionals and actively contributes to the firm's long-term development in Slovakia.

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

In my view, Slovakia's competitiveness will increasingly depend on its ability to offer a stable and predictable environment for business, while continuing to strengthen the quality of its people, institutions, and day-to-day execution. In a geopolitical and economic climate shaped by volatility, companies are looking for places where they can plan with confidence, make long-term decisions, and rely on a business environment that supports investment, adaptability, and growth.

At the same time, competitiveness today is no longer defined only by cost or location. It is increasingly shaped by the ability to develop talent, embrace innovation in a practical way, and create conditions in which businesses can operate efficiently and move into more value-added activities. In that sense, digital progress matters not as a slogan, but as something that should visibly improve how the economy functions in practice.

If Slovakia can continue to build on these foundations, it can remain a credible, resilient, and competitive place to do business within the EU and beyond.

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

One of the key strategic challenges for our firm in Slovakia is how to continue evolving our services and internal ways of working as technology reshapes both client expectations and service delivery, while preserving the quality, trust, and expert judgment that clients expect.

This is particularly visible in areas such as accounting and payroll, where clients increasingly expect not only reliable compliance and execution, but also greater efficiency, better data, smoother processes, and more practical support in day-to-day operations. The challenge,

therefore, is not simply to introduce new tools, but to translate technology into meaningful improvements that work in practice and create real value for clients.

At the same time, transformation in advisory services is never only about technology. It also requires the right mindset, strong teams, and the ability to adapt while maintaining consistency, quality, and a high standard of service. For us, the strategic challenge is to keep moving forward in a way that is innovative, practical, and sustainable over the long term.

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

AI and digital transformation are changing our industry in a very fundamental way. They are not only reshaping how work is done, but also what clients expect from service providers. This is particularly visible in accounting and payroll, where the shift is redefining both service delivery and the value these functions create for clients.

I see this as a major opportunity. Tasks that have traditionally been time-consuming and repetitive can increasingly be streamlined, while technology also creates space for higher-quality outputs and more meaningful client support. Used well, it can strengthen consistency, improve the flow of information, and allow experts to focus more on judgment, interpretation, and practical advice.

At the same time, I believe it is important to keep the right perspective. Technology should remain a tool, not the purpose. In our field, trust, quality, accountability, and the human element still matter enormously. That is why our response is focused on practical use rather than hype. We are looking at how digital tools, automation, and AI can genuinely improve service quality, internal efficiency, and the client experience in ways that are useful, responsible, and sustainable over the long term.