

SWAN

# OUR EMPLOYEES GROW WITH US



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SWAN

Andrea has extensive experience in building startups, managing transformation projects, and establishing human resources divisions from the ground up across various industries, including manufacturing, telecommunications, and finance. Working with people is her true passion and she is always eager to innovate and push boundaries. Since October 2019, she has been working as HR Director at SWAN, where she translates business strategy into impactful HR initiatives to drive company growth. Leading the HR team, she focuses on optimizing HR operations while also bringing innovative solutions to enhance the company's human resources practices.

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## **How do you see the future of work in the context of new technologies?**

Digitalization and AI are reshaping not just how we work but how we collaborate. These technologies reduce repetitive tasks, allowing employees to focus on more creative and strategic work. However, it's crucial that technology serves people, not the other way around. Fostering a corporate culture of collaboration and open communication is key to integrating these changes. At SWAN, we've already incorporated AI into systems like customer care to improve experiences and reduce strain on call centers. This gives employees hands-on experience with AI, empowering them to lead innovation while growing their skills.

## **What skills will be needed as AI integrates into the workplace?**

AI has the potential to radically transform the workplace as we know it. With the integration of AI into various job roles, we are entering a new kind of industrial revolution—one that is unlike anything in history.

Strong technical skills, particularly in AI and data analysis, will be essential, alongside problem-solving, adaptability, and the ability to collaborate with AI systems. Continuous learning will be critical,

as will soft skills like communication and critical thinking. Employers will seek candidates who blend technical expertise with creativity. As AI reshapes industries, the demand for cross-disciplinary skills will increase.

In the future, most roles are expected to require at least some level of AI and technological knowledge. Studies predict that by 2030, the demand for tech skills will grow by 25 to 30%, which will present a significant challenge for companies like SWAN in attracting, retaining, and developing skilled IT professionals. Organizations will need to adapt to ensure they have the talent needed to remain competitive.

## **What do you think employees will value most from their employers and how are their expectations changing?**

Flexibility is increasingly important across all generations. At SWAN, we offer flexible hours and home office options wherever feasible. Younger employees, in particular, prioritize alignment with their employer's values. At SWAN, we understand that employee satisfaction is not just about benefits but also about shared values. We cultivate an environment where employees feel respected, heard, and appreciated, and where their work has a meaningful impact. Many of our colleagues

We spoke with Andrea Gubová, HR Director of SWAN, about the challenges of today's evolving job market and the impact of new technologies like AI. From fostering employee satisfaction to embracing hybrid work and continuous learning, Andrea shares how to build a resilient, forward-thinking organization.

have been with SWAN for 5, 10, or even 15 years, which is rare in the telco industry and reflects their appreciation for our approach.

## **How does SWAN support employee well-being and satisfaction, especially regarding work-life balance?**

After the COVID-19 outbreak in 2021, SWAN quickly adapted to remote work, realizing that working from home can be just as effective as in the office. This shift not only reduced time spent commuting but also provided more flexibility and a better work-life balance. To support this, we implemented a hybrid work model, allowing employees to manage their own schedules. Most employees now spend 2-3 days at the office and the rest working from home. In addition to offering flexibility, we maintain strong corporate culture through regular team meetings and events like "Closer Together" sessions and our "Fit for Future" conference. We also offer volunteer opportunities and cultural events, fostering a supportive environment that keeps employees engaged and motivated.

## **What steps is SWAN taking to attract and retain talent amid labor market changes?**

Our strength lies in creating a family-like atmosphere and fostering open communication. Even

our company owners are involved in daily operations and maintain an open-door policy. This personal approach helps build a strong sense of belonging. We also give employees opportunities to lead meaningful projects, driving change and innovation.

## **How would you describe the DNA of SWAN's corporate culture, and how do you plan to adapt it for the future labor market?**

Our corporate culture is built on respect, open communication, and teamwork. The family-like atmosphere encourages responsibility and innovation. Moving forward, we will continue to support employees as individuals, offering further education in AI with courses tailored to different roles.

## **What traits and skills will be most in demand for future employees?**

The ideal future employee will be adaptable to new technologies and open to collaboration, empathy, and knowledge sharing. They will uphold strong values that align with the company's culture while focusing on education and growth. In the ever-evolving IT and telecommunications landscape, empowering employees to grow is an investment in both their future and the company's success.