



Press Release

Fragiski Melissa at the Delphi Economic Forum X: *“Investing in human capital is a top priority at Alpha Bank”*

Having redesigned its corporate purpose, the Bank is trying to build its own Silicon Square Mile

The multidimensional character of Alpha Bank as an organization that goes beyond the traditional character of a conventional bank, was highlighted at the Delphi Economic Forum X by **Fragiski Melissa, Alpha Bank’s Chief Human Resources Officer (CHRO)**, who underlined that for the Group, the most critical and most decisive –over the long term– investment is the one made in human capital and in attracting new talent, which is also at the core of the Bank’s organizational transformation.

During the panel “Transforming Employee Experience in Financial Services”, the Group CHRO pointed out that **Alpha Bank is envisioning its future outside of the traditional banking sphere and, at the same time, it is evolving into a new talent destination**, where fresh thinking, international experience and familiarity with state-of-the-art technologies can flourish and evolve further. The Group’s recent investment moves in Greece and Cyprus, with FlexFin and AstroBank, respectively, as well as the acquisition of AXIA VENTURES a few days ago, *“represent opportunities for enriching our skills and the Bank’s human resources with specialized talent from the fintech sector, as well as, in the case of AXIA, with executives with particularly acute strategic thinking qualities, who will help us transform into an **investment banking incubator**”*, Mrs. Melissa stressed.

“Having redesigned its corporate purpose, Alpha Bank is trying to build its own Silicon Square Mile,” she said, explaining that, as an organization, the Bank is not constrained by traditional concepts of banking: **“We are a technology company** when we consider the investments and infrastructure we are developing in the digital sector. **We are a consultancy firm** when we consider the specialization and breadth of our advisory services and the support that we offer to businesses so that they can transform their model of operation, become extroverted and remain competitive,” said the Alpha Bank CHRO.

Moreover, as Mrs. Melissa pointed out, in the last few years **the Bank has been focusing on the systematic effort to repatriate Greek professionals** living abroad. To support this ‘brain gain’ process, the Bank has created the **Alpha Ithacans** community, *“whose members are executives who have already returned to Greece because of their work at Alpha Bank and are now helping the next ones to become acquainted with the new Alpha Bank in terms of its corporate culture and of the prospects and opportunities it offers.”*

Referring to **how the work environment is evolving and to the trends in the HR sector**, the Group CHRO stressed that we are expecting to witness major changes taking place worldwide. Asked about her own vision of a banking organization, she replied: **“I would build an organization with no hierarchy, red tape and time-consuming processes, yet one that would be networked and would work in cross-functional teams enjoying full autonomy and placing the customer at the center.”**