



Press Release

Fragiski Melissa: “Equality is not an issue that concerns women only; it is an indicator of an economy’s maturity”

Alpha Bank is stepping up its efforts and initiatives regarding female empowerment

On the occasion of the Women’s History Month, Alpha Bank presented in detail its strategy for equality and inclusion, within the organization itself as well as in society as a whole, in the context of the speeches given by Alpha Bank’s Chief Human Resources Officer (CHRO), Fragiski Melissa, at the recent Hellenic Federation of Enterprises (SEV) and KPMG conferences.

Ms. Melissa highlighted the policies and initiatives through which Alpha Bank supports and empowers women *“at every stage of their career—from building knowledge and skills to expanding their presence in positions of responsibility.”*

She also noted that the Bank offers flexible working arrangements and supportive benefits that assist families and help achieve a healthy work-life balance. *“We are creating a modern environment where each employee will be able to develop on an equal footing and achieve their full potential,”* said the Group CHRO. *“We believe that equality is not a project but a system, and that good intentions alone are not enough; proper planning is required. It is not an issue that concerns women only; it is an indicator of an economy’s maturity. The results are measurable when a business invests in knowledge, networking and decency. Having said that, the question that we need to answer is whether we will just content ourselves with good examples or we will make those good examples the new norm.”*

Female empowerment takes centerstage

With more than half of the Group’s employees and half of Alpha Bank’s Board members being women, the Bank is turning female empowerment in the workplace into a reality. As Ms. Melissa said, the Bank has in place a range of programs and actions that focus on equality and inclusion within the organization. *“Such a program is, for example, the ‘TAB Mentoring Program’, which promotes personal development and leadership skills by enabling experienced female employees to mentor younger female colleagues, with the aim of fostering knowledge-sharing and cross-departmental collaboration,”* she explained, adding: *“At the same time, the ‘PosiDives’ program focuses on empowering women in managerial positions and fostering a culture of positive thinking and collaboration. Finally, ‘Bankers & Daughters’ is addressed to the young generation, offering to female students aged up to 22—who are daughters of Alpha Bank employees—a one-week job shadowing assignment to familiarize themselves with different roles and gain their first meaningful insights into professional identity and career development.”*

Supporting the family is a priority

The Group CHRO also emphasized that Alpha Bank is actively supporting its employees’ families at every stage of their children’s lives. *“The Bank offers financial support and special leaves for medically assisted reproduction, together with increased maternity, adoption and daycare center allowances, as well as a flexible framework of parental leaves. Moreover, it actively supports the families’ needs regarding school or university studies, providing targeted benefits and financial assistance in cases of employees’ children who are studying away from home. Special attention is also paid to families with children that face serious health problems or disabilities. These families benefit from increased support, while the Alpha Junior Savings Account serves as a long-term investment in the children’s future, creating stability and opening prospects,”* said Mrs. Melissa.



In addition to the above, in 2025 the Group added three new programs, such as “Parents’ Month”, which was launched in June 2025 and consisted of ten webinars on issues related to parenting, emotional bonding, everyday challenges, work-life balance, and mental health. The success of this program led to the launch, in January 2026, of the one-year “Family & Well-being” program, composed of 23 online seminars and 13 eBooks, with over 1,000 employees already taking part in it. Finally, because supporting the family also means investing in the next generation, in the second half of 2025 the Bank launched a pilot soft skills development program, addressed to the children of its employees.

Equal access to employment and entrepreneurship

As Alpha Bank also gives priority to promoting equal access for all to employment and entrepreneurship, it is implementing a number of programs aimed at strengthening female employment, training and support. *“At Alpha Bank, we are implementing, in partnership with the Solidarity Now non-profit humanitarian organization, the program ‘Bridging the Gap’, which is a targeted social initiative designed to boost employment of vulnerable women who are facing barriers to accessing work and training,”* Mrs. Melissa said. *“The program offers personalized guidance, skills development and links to a network of employers across the country. To date, the program has benefited 496 women, among which were women facing mental health issues or suffering from other medical conditions, women heading single-parent families, women who had been victims of gender-based violence, long-term unemployed women, young women who are neither in employment nor in education, as well as migrant and refugee women.”*

She also explained that the program made a difference thanks to four key factors: the participating women’s strong motivation and resilience; the relationships of trust that they built with their counsellors and the valuable guidance that they received from them; the access to reliable job opportunities through a network of employers; and the holistic support provided by an interdisciplinary team of specialists.

Investment in education and skills development is a crucial factor in promoting equality. Alpha Bank’s CHRO pointed out that *“We have been the first bank in Greece to consistently invest in financial literacy, with our IQonomy initiative.”* Recognizing the low levels of financial literacy in the country, this initiative aims not only to provide access to financial products, but—most importantly—to enhance financial knowledge and resilience. In this context, the program “Economy Lessons” for women was implemented in collaboration with the WHEN organization. It is a nine-month educational course that combines thematic modules and personalized financial coaching, designed to support the acquisition of knowledge by the participants, as well as the development of skills that will help them manage their financial future with confidence. A total of 381 women took part in the program.

The program’s significant social value was reflected in the Social Impact Measurement Study carried out by the HIGGS organization, according to which the majority of the participants improved their financial management knowledge and skills, 89.5% reported a better understanding of related topics, and 78.5% stated that they are now managing their finances more effectively. Moreover, 9 out of every 10 women who attended the program reported a change in their way of thinking and behavior, while according to the Social Return on Investment (SROI) analysis, for every 1 Euro invested in the program, a value of at least Euro 12.83 is returned to society.

Finally, the Group CHRO also mentioned the “Alpha Females for Venture Garden” program, implemented in partnership with Anatolia College. This is a business accelerator for female graduates of the “Venture Garden” program offered by the Alba Graduate Business School and The American College of Greece, in Athens, and Anatolia College in Thessaloniki, to candidates wishing to further develop their business ideas. To date, 87 women have taken part in the accelerator’s first two cycles, while the third cycle is planned to launch soon.