



Press Release

Fragiski Melissa: “Evolving careers and continuous development for the employees of Alpha Bank”

Alpha Bank’s Chief Human Resources Officer spoke at the Greece 2030 conference about the initiatives driving the market forward and the opportunities that the Bank provides to its people

Alpha Bank’s Chief Human Resources Officer (CHRO), Fragiski Melissa, spoke at the Greece 2030 Economy & Growth conference about the transformation of the banking sector and the opportunity for Greece to leverage its human capital as a competitive advantage. *“When a country manages to leverage its talent and turn its people into its greatest competitive advantage, it is not just the labor market that changes—it is the very course of the country that changes,” she remarked, discussing the new development model that Alpha Bank is putting in place for its people.*

Explaining that the role of a bank today has shifted from simply executing transactions to a more complex advisory model, Mrs. Melissa said that a modern career requires a dynamic start, followed by a continuous journey of learning and development. *“The people of the banks are evolving into trusted advisers, mentors and partners of their customers. This transition inevitably changes the very definition of their careers, which are now based on a journey of continuous evolution. It is therefore essential to give our people the opportunity to gain new knowledge, try out different roles, broaden their experiences, and evolve alongside the organization and the market,” she said.*

Alpha Bank leads the market with a minimum salary of Euro 1,600

Alpha Bank begins supporting its employees from day one, laying a solid foundation as their starting point. *“With the new Company Collective Labor Agreement, we were the first to introduce a minimum entry-level monthly salary of Euro 1,600. At Alpha Bank, we believe that people cannot plan their future unless they first have in place a stable and proper foundation. For us, remuneration is the foundation upon which a young person can build their independence and confidently take the next step in their professional development,”* noted the Group’s CHRO.

At the same time, the Bank is redefining the evolution of its employees within the organization itself.

“Up to now, we knew that if you wanted to evolve quickly, you needed to change employers. Today, we are talking about ‘evolving careers’, where our people can develop without having to change employers. They can transfer to new roles, gain different experiences, acquire new skills and discover new career paths within the same organization. We are trying to accelerate their development by offering alternative career pathways rather than just a linear career trajectory,” said Mrs. Melissa.

In this context, Alpha Bank is actively investing in change management led by its own employees: *“In collaboration with the Athens University of Economics and Business, we created a certification program in Change Management. Hundreds of employees have been trained and are today implementing, on their own initiative, 85 projects aimed at streamlining processes, reducing red tape and improving Customer service,”* said Alpha Bank’s CHRO.

Financial education and social initiatives

The discussion with journalist Marianna Pyrgioti also touched on the broader role of banks in



society. *“Focusing on vulnerable groups, such as older people and women, we are implementing educational programs in which our own employees, in collaboration with specialist organizations, help our Customers familiarize themselves with digital transactions and protect themselves from digital fraud, while at the same time gaining greater confidence in making complex financial decisions that enhance their financial security in the future,”* he said.

She also mentioned initiatives that support the employees’ families, such as wellbeing and parenting support programs. Mrs. Melissa also spoke about the Alpha Junior Savings Account initiative, noting that *“for the first time, we introduced a plan under which the Bank is financing accounts for employees’ children from a very young age, so that they can learn what saving and financial planning mean in practice, and thus helping them face the future with confidence.”*

Regarding diversity and inclusion in businesses, particularly in the banking sector, she explained that Alpha Bank has developed a structured strategic framework that strengthens diversity and inclusion at every level of the organization. *“We place great emphasis on female empowerment and today 43% of managerial positions are held by women, while their representation on the Board of Directors stands at 45%. At the same time, we are also focusing on other under-represented groups, such as people with disabilities, with targeted inclusion initiatives,”* said Mrs. Melissa.

Brain Regain

Finally, she mentioned the effort to repatriate Greek professionals who work abroad, noting that Alpha Bank was one of the first organizations to support this initiative, starting six years ago by launching tours abroad aimed at presenting to Greeks who work there the opportunities available for them to return.

“The Greek professionals working abroad are looking for conditions similar to those they are used to. That is why we take steps to ensure that the roles, earnings and benefits are competitive, while the tax incentives introduced by the Ministry of Labor also play an important role in this respect,” she stressed, concluding with the following remark: *“When a country manages to leverage its talent and turn its people into its greatest competitive advantage, it gains something much more rare: a new sense of collective self-confidence. And then it is not just the labor market that changes—it is the very course of the country that changes.”*