



Press Release

Alpha Bank is the employer of choice for repatriated Greeks

Chief Human Resources Officer Fragiski Melissa spoke at the “Rebrain Greece” event about Alpha Bank’s Ithacans and the national strategy to attract young talent working outside Greece

Alpha Bank supports the State’s effort to repatriate distinguished Greek professionals from abroad, stressed the Bank’s CHRO Fragiski Melissa during a panel discussion at the event organized by the Ministry of Labour and Social Security at the Athens Concert Hall for promoting the “Rebrain Greece” platform.

“The ‘Rebrain’ platform could become a reference point for both employers and employees, thus making a crucial contribution to the repatriation of Greek professionals,” said Mrs. Melissa, adding: “‘Rebrain’ has great capabilities, such as the provision of advisory services, via video calls, by Greeks who have already returned to the country and share with the other Greeks information and advice about modalities as well as about the potential of specific businesses or employment sectors. The platform could also become a ‘meeting and communication point’ for a wider community of Greeks abroad, who will share knowledge and experiences among them and will relay their collective requests to the Ministry of Labour as well as to other bodies, with a view to achieving improved conditions for an even smoother transition to the Greek reality. Our support of the initiative launched by the Ministry of Labour & Social Security is proof not only of our commitment to contribute to the brain gain, but also of our conviction that Alpha Bank can be the employer of choice for young people who decide to return to Greece.”

Ithacans and Alpha Bankers help accelerate the transformation

As part of her statement, Fragiski Melissa presented the Bank’s Ithacans program, whose goal is to recruit Greek professionals from abroad. The program already counts over 80 repatriated Executives, creating an active and vibrant community that has accelerated the pace of Alpha Bank’s transformation.

“The Ithacans program was envisioned by the CEO of Alpha Bank Group, Vassilios Psaltis, who sought to contribute to the national effort to repatriate highly skilled Greek professionals and make the Bank a pole of attraction for them,” said Mrs. Melissa.

The Ithacans initiative was launched two years ago with the aim of making talented Greeks abroad, who wished to return to Greece, part of the new Alpha Bank. *“To this day, thanks to a series of information actions both in Greece and abroad, this strategy has yielded significant results. More than 80 professionals from the UK, Switzerland, the USA and other countries have already joined the Bank,”* she added.

The inclusion of the Ithacans in the Bank has so far brought multiple benefits not only to them personally but also to the Bank itself. *“A process has begun and is still taking place, driven by the deep knowledge of the experienced Executives who form the community of the Alpha Bankers and the different way of thinking that the Ithacans bring from abroad. This combination has helped accelerate Alpha Bank’s transformation at all levels,”* said Fragiski Melissa. Alpha Bank will continue to pursue its strategy of attracting future Ithacans in New York, where in tandem with its presence at the 25th Capital Link Invest in Greece Forum, Management Executives of the Bank will participate in another information action for Greek professionals in New York, in collaboration with the “Endeavor Greece” organization.



ALPHA BANK

With a new corporate purpose –to support progress in life and business, for a better tomorrow–, a new culture that strengthens teamwork, transparency and meritocracy, and programs that reward employees based on the criteria of customer-centric approach, innovation and value creation for the economy and for society, Alpha Bank is being established as a highly preferred employer in Greece.