

TOP 5 INDUSTRIES WITH THE HIGHEST NUMBER OF MANAGEMENT CHANGES

TOP 1 → E-COMMERCE

- The pandemic is a **driver of E-Commerce growth**. More than two times as many senior management changes have happened in 2021 compared to 2020.
- E-Commerce hired **68 % of managers externally**, more than half came to the role from a **different industry**; Mainly from telecommunications, IT and banking.
- Roles, that were **changed the most frequently**, are **marketing roles**, representing 22 %, followed by general management counting for 20 % and HR roles for 11 %.

Markéta Moreno
Marketing Director
Košík



Jakub Petřina
Group Chief Marketing
Officer
Rohlík



Marek Dvořák
Chief Marketing Officer
Alza



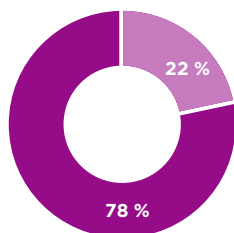
TOP 2 → IT

- IT has **not been affected by the pandemic** and has held a constant hiring position since 2018.
- IT changed its management mostly in **General** (24 %), **Sales** (20 %) and **HR** roles (17 %).
- **40 % of senior managers came from a different industry**. Most frequently from **Banking and Consulting**.
- **Only 33 % of managers were promoted** to their new role **internally**, which is **11 % less than the market average**.
- **The most active companies** in terms of senior management changes were **IBM, Trask and Microsoft**.

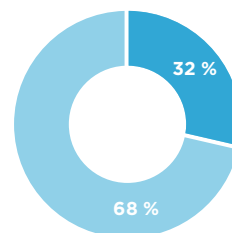


TOP 3 → FMCG

- The number of **senior management changes** in 2021 has **tripled** compared to 2019.
- **FMCG has the most balanced internal** (54 %) and **external recruitment** (46 %) out of the TOP 5 industries.
- It is also the industry where **expatriates were hired the most** (22 %). Moreover, after E-Commerce, FMCG is the **second most active industry** in terms of **hiring women** (32 %).
- **FMCG keeps the knowledge inside**, **78% of managers were recruited within the same industry**.
- The most frequent roles in FMCG were **Marketing** (29 %), **General Management** (22 %) and **Sales** (15 %).

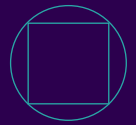


Expatriates 22 %
Czech&Slovaks 78 %



Female 32 %
Male 68 %



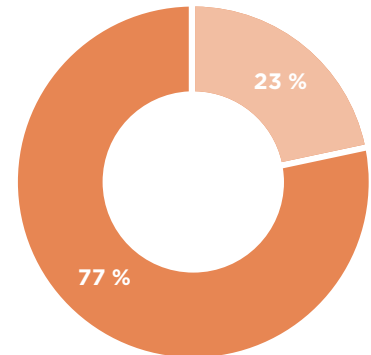


TOP 4 → COMMUNICATION & ADVERTISING

- In 2021, there were **twice as many senior management changes** compared to 2020.
- Compared to the **market average**, has a much **higher percentage of external recruitment**, a total of 72 %.
- The **most frequently changed roles** were the **general management roles** (30 %) and **Marketing** (21 %).
- 25 % of **senior managers** came from another industry, **most often** from **Financial Services** and **Publishing**.

Internal promotion 23 %
External hire 77 %

2x ↑



TOP 5 → MACHINERY & EQUIPMENT

- For the **first time** since 2018 **Machinery has made the TOP 10** in management changes.
- Most **management changes** happened within the role of the **CEO** (28 %) and **Sales roles** (16 %).
- **Internal promotion** (53 %) prevailed over **external recruitment**.
- In the case of **external recruitment**, **67 % of senior managers transferred from another industry**.
- The most active companies in this industry in 2021 were **Česká zbrojovka Group SE, DAKO-CZ and OTIS**.

Lukáš Andryšek
Chairman of the Board of Directors
DAKO-CZ



Jan Drahota
Chairman of the Board of Directors
Česká zbrojovka Group SE



Vladimír Bašňák
Director, New Installation
Schindler CZ/SK

