

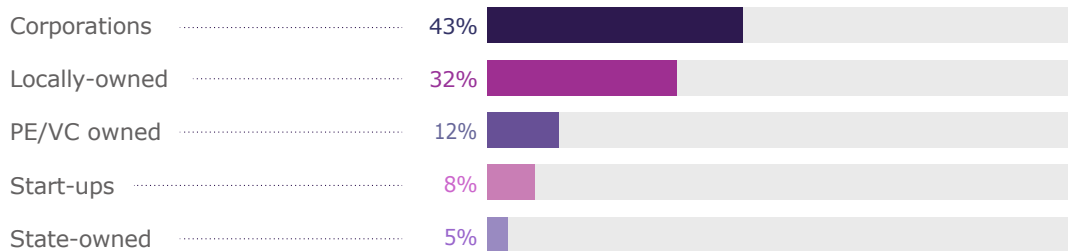
ANDERSON WILLINGER EXECUTIVE SEARCH SUMMARY OF THE MARKETING, PRODUCT MANAGEMENT, CRM AND PR&PA ROLES IN CZECHIA 2023

▶ **THE NUMBER OF NEW MARKETING DIRECTORS IN 2023 REMAINED UNCHANGED COMPARED TO THE PREVIOUS YEAR**, with 68 at the TOP and Senior levels.

▶ **2.8 years** is the time dedicated to one company, and it is one of the lowest.

▶ **Compared to previous years, the scope of responsibilities and authority is changing.**

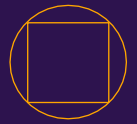
▶ Where are the new marketers heading in terms of business ownership?



▶ It's encouraging to see a resurgence in the demand for **PR&PA roles** after years of limited growth. In 2023, there was a significant emphasis on external communication in this field. State-owned companies are the largest new employers, accounting for **25%** of all PR&PA transitions. The media and financial services sectors continue to be the most dominant fields within this industry.

▶ **The recent changes have shed light on Product and Segment Management.** In 2023, new fields such as manufacturing and media have become more prominent. In the development of new products, media dominates. The geyser of management changes comes from new senior roles in almost every major media company - Product, Program, Content, and Distribution - Digital.





We are Executive Search.

Business Intelligence is fully integrated into our operations and practices. We consistently monitor and analyze trends within our leadership community.

We are in the process of developing a tool based on Artificial Intelligence, designed to forecast the success of a leader in a particular role and business, aligning with the company's culture and values.

A crucial component of our operations involves comprehensive psychological testing, aimed at evaluating and enhancing leaders while facilitating their successful integration. Collaborating with colleagues from INSEAD, Anderson Willinger has identified vital areas, including personality traits, essential for navigating organizations amidst today's turbulent times, whether through external recruitment or internal promotion.

Leveraging this insight, the AW team has curated top-tier global tools to discern the current status of both the company and its leaders, pinpointing critical areas for development.

We not only provide our clients with assistance in setting a strategy and selecting key executives; we also serve as partners in educating and inspiring top management about current global trends.

In addition to our market research on Executive Education, here is a list of our premium workshops.

- AI, People Analytics, Data Analysis and use of ChatGPT for HR Directorship
- AI, People Analytics for CEOs
- Positive Intelligence Workshop
- Leader 's Shadows Workshop

