

HR FORUM

Vice Chair – Statement of Intent

Name of the Candidate: Ana Minić
Company of the Candidate: AIKBANK

I would like to express my interest in joining the AmCham HR Committee, convinced that by working together we can strengthen the HR community and create a lasting impact on the business environment in Serbia. My extensive experience in HR is a combination of a strong grasp of global trends with hands-on expertise in talent development, employer branding, and leading organizations through transformation.

I am passionate about fostering innovation in HR through mentorship, workshops, and initiatives such as people analytics, wellbeing, and DEI, which I see as crucial for building future-ready organizations. At the same time, I am committed to contributing to dialogue on legislative frameworks and aligning them with the real needs of the economy, so that we can jointly shape a more flexible, competitive, and attractive labor market.