

HR FORUM

Chair - Agenda Proposal

Name of the Candidate: Nataša Bulatović

Company of the Candidate: IQVIA

As a passionate advocate for strategic HR leadership and inclusive workplace culture, I am honored to express my intent to serve as Chair of the AmCham Serbia HR Forum. Extensive 16 years' experience in HR in multinational companies across Serbia, Poland and Italy enriched my understanding of diverse organizational cultures and global HR practices. In addition, I am a certified Individual&Team Coach, 360 Coach and PCM Trainer&Coach, which enables me to support professionals and organizations in unlocking the potential.

My vision for the HR Forum is to continue building a dynamic environment where HR professionals can exchange best practices, address emerging workforce challenges and co-create impactful initiatives that support progress.

I aim to strengthen our focus on the trends which are shaping the People agenda in 2026 and 2027:

- Gen Alfa – too early to discuss?
- Depopulation and brain drain versus integration of foreign work force in Serbia?
- How is HR taking care of itself when facing multiple crises, battling their own burnout?
- ESG Integration in HR: does HR have social responsibility embedded into its practices?
- AI – Revolution or Evolution?
- Global disruptions reshaping the workforce: Aligning skills for the future remains a challenge?

I believe the HR Forum has a unique opportunity to shape the future of work in Serbia. If elected, I will lead with transparency, empathy, and a collaborative spirit, ensuring that our Forum remains a source of inspiration and impact for all members.