

HR FORUM

Vice Chair – Statement of Intent

Name of the Candidate: Tamara Jovanović

Company of the Candidate: Comtrade

As People Development Manager at Comtrade System Integration, I lead HR across multiple markets and have seen how knowledge exchange and collaboration can transform organizations. I believe that the HR community in Serbia has great potential to raise its expertise and impact, and that AmCham, as an authoritative body, should serve as the central hub for this growth.

My vision is to strengthen the Forum's role as a place where ideas become actionable initiatives. While we already gather inspiring professionals, I see the need for stronger operational involvement. Each year we should commit to at least one initiative that goes beyond knowledge sharing—leveraging the people and experience within our community to give companies clear advantages and deliver measurable results.