

Press Release

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Senta Čermáková Joining Deloitte Czech Republic

***Key priorities?** Acceleration of start-ups, strengthening the firm's position in new technologies and innovations, more young talents, mentoring.*

In Prague on 13 March 2017 – Senta Čermáková, one of the most experienced Czech female managers, became an asset to Deloitte in March. She will focus on the development of the firm's strategic project development, acceleration of start-ups and key employee mentoring. At the same time, she will continue strengthening Deloitte's position in new technologies and innovations. Her goal is to attract promising talents from universities to Deloitte and offer them training, shadowing programmes and further development under the baton of experienced managers.

Her tasks will include interconnection of the start-up environment with Fintech innovations, strengthening the Czech practice in terms of permanent sustainability and rejuvenation of the firm's portfolio. Through mentoring, secondments or shadowing programmes, she would like to share her long-time experience and knowledge from the international technological environment. She will also support start-ups in their further development and growth outside of the Czech Republic.

"Deloitte operates in many industries and I am attracted by the chance to step out of my own shadow in IT and start a new journey in consulting to help accelerate the introduction of innovative technologies in audit, law, tax, forensic analytics and other fields while having an innovative effect across functions and generations," Senta Čermáková explained.

"Senta's joining Deloitte means strengthening the company's position as a technological and digital leader on the market and making it more attractive for young talents. We want to create a start-up environment that is based on cooperation, sharing experience and mentoring, which will be beneficial for both parties. Senta is part of our new vision of becoming the leader on the market, innovating, cooperating and introducing entirely new perspectives in routine procedures," added Diana Rádl Rogerová, Office Managing Partner at Deloitte Czech Republic.

Senta Čermáková graduated from the Faculty of Electrical Engineering of the Czech Technical University in Prague, specialising in biocybernetics. With technologies accompanying all her professional life, she worked at Hewlett-Packard for 25 years before joining Deloitte, her last position being Worldwide Director of Customer Programs at Hewlett Packard Enterprise. In 2011, she was awarded in the Manager of the Year competition.

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