



EBU
OPERATING EUROVISION AND EURORADIO

Vienna, 15 & 16 June 2015
Hosted by ORF

**13TH HUMAN RESOURCES
ASSEMBLY**



SPEAKERS
EBU Human Resources Assembly
“HAPPY TO STAY, READY TO CHANGE?”



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Johanna Frelin

CEO at Hyper Island

- Former Director of Program Production at Sveriges Television (SVT) the Swedish public service television company



<https://www.hyperisland.com/>

Moderator of the 1st day

Part 1: *New expectations, new skills*

Speaker of the session: “*What do we mean by reskilling and what the skills needed out in the broadcasting and HR world?*”

Part 2: *Re-skilling HR staff and PSM staff*

Facilitator of the workshop: *General skills needed in PSM.*

Johanna Frelin was the former director of Program Production at Sveriges Television (SVT) the Swedish public service television company. Today she is the CEO of Hyper Island, a global learning institute focusing on digital media, leadership and innovation in Stockholm. The institute is sometimes even called “Digital Harvard”. Formed in 1996 its subsidiaries are now operated in New York, São Paulo, Singapur and Manchester. Among the different programs of the school are: "Digital Media Management", "Motion Creative", "Digital Data Strategist" and "Master's Degree in Digital". The Master degree is comprised of a combination of the fields of Business Strategy, Design Thinking, Strategic Leadership, Digital technologies, Start-ups and group dynamics.



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Biljana Weber

General Manager of Microsoft, Czech Republic



Part 1: *New expectations, new skills*

Speaker of the session: “*Implementing the New World of Work*”

Biljana Weber is seasoned executive in ICT industry, working almost 24 years for key global players: 20 years in IBM and 4 years at Microsoft Corporation. She is energetic leader with business management, complex deal creation, international channel sales, business development and marketing management experience. Highly client focused and results oriented. Proven ability to manage business turn around, deliver high profitable growth, build high performance teams, business networks and strong relationships with client executives.

She is responsible for representing company and engaging with government, large corporations, key partners and academic elites in Czech Republic. Her goal is to ensure that Microsoft continues to act as a relevant, trusted and valuable partner that listens and contributes to enabling long-term growth, local economic competitiveness, job creation and innovation both in public and private sectors.

Biljana Weber joined IBM in 1990 in Slovenia and, during her twenty years in the company, held a variety of leadership roles including the position of General Manager on the country and numerous leadership roles for Central Eastern Europe Middle East and Africa region (CEMA) from Partner organization executive to being Marketing director, Director of Strategy and Public Sector director for the region. She received numerous awards for her work, among others 13 times top achievement award, Special Order of Merit reward for CEE and EMEA Leadership Award.

She joined Microsoft in January 2011 as general manager for Slovenia. Under her leadership, Slovenia became company's best performing subsidiary among small developed countries. She received Chairman's award in 2012.

Following these achievements, Biljana assumed the role of General Manager of Microsoft Czech Republic in 2013.

Roberto Suárez Candel

Head of the Media Intelligence Service at European Broadcasting Union (EBU)
- media and communication researcher



<http://www.robertosuarez.es/>

Part 2: *Re-skilling HR staff and PSM staff*

Speaker of the session: “EBU Members’ skills: status and future needs”

Facilitator of the workshop: *How can we measure HR’s output?*

Roberto Suárez Candel holds a PhD in Social Communication from the university of Pompeu Fabra University (Barcelona) as well as a Master's degree in Social Communication Research and a Bachelor's degree in Audiovisual Communication from the same University. From 2002 to 2010 he has been researcher and associated lecturer at the Department of Communication of the Pompeu Fabra University. From 2010 to January 2012, Roberto Suárez Candel worked as a Marie Curie Research Fellow at the Hans-Bredow-Institut für Medienforschung in Hamburg. He was in charge of the project PSB-DIGITAL, which analyzed strategies implemented by Public Service Media to adapt to the multiplatform scenario. In September 2012, he joined the European Broadcasting Union as Head of the Media Intelligence Service (MIS).

Frode Hvaring

Head of Human Resources at European Broadcasting Union (EBU)



Part 2: *Re-skilling HR staff and PSM staff*

Facilitator of the workshop: *HR skills needed for the future*

Frode Hvaring has an international career and network with its roots in Norway, France and Switzerland where he is now based. He has held various Management and Human Resources positions over the last 20 years, among which have been: Swiss employers' association, Credit Suisse Group, Management Consulting, Energy Industry (Caterpillar Group). Since May 2009, he is the head of Human Resources at the EBU. He has a Master Degree in Human Resources, Innovation and Management from Fribourg University and is an Alumnus from the Executive Business and Consortia programmes of IMD (Lausanne) and Thunderbird (Phoenix). He is also a Professional Certified Coach and a frequent speaker and facilitator in Human Resources and Management related events.

Stephan Thoma

Former Global Learning and Development Director at Google



Part 3: *New technologies and their impact on us*

Speaker of the session: *“Techno-agility and impact of IT (intervention and buzz groups)”*

Stephan Thoma was until very recently Global Director of Learning & Development for Google’s global enterprise wide Learning & Talent team, where his focus was on ensuring the learning agenda supported Google scale for the future whilst retaining and building its innovative and distinct culture. In this role, Stephan’s was the only non-US based member of the function’s Leadership team. After nearly eight years at Google, Stephan has now established a new consultancy providing strategic advisory and consultancy support to Exec's and Business's keen to address complex 21st Century people and growth organisational challenges. He’s passionate about supporting European Tech Business's scale and compete on a global scale, and major Companies refresh and renew through progressive People and Talent growth strategies. Originally an Engineer, he has previously held senior learning and talent development roles at NTL, Cisco Systems and GE.

Dr. Bardia Monshi

Founder and CEO of the Insitute for Vitalpsychology



Part 3: *New technologies and their impact on us*

Speaker of the session: *“Impact of new technologies on people”*

Dr. Bardia Monshi is founder and CEO of the Insitute for Vitalpsychology / iVip OG. As a psychologist, hypnosystemic coach, speaker and trainer he supports companies in managing their health and vitality in order to achieve peak performance. His customers are multinational companies, world champions in sports, leaders and employees. Because of his numerous TV appearances as an expert for stress, resilience and health-management he became one of the most popular work- & organizational psychologists in Austria.

“Impact of new technologies on people”

New Technologies have a huge impact on our psychology, e.g. how we pay attention, and subsequently on our physiology. Nobody taught us how to deal with this impact since we are the first generation that has to deal with the tempting possibilities of being connected around the clock. This circumstance also affects our work-life balance as we become even more available and therefore stay in a multitasking mode 24 hours a day. We will explore the consequences of these facts on our psyche and our social interactions, why the new technologies are so seductive and what we have to bear in mind if we want to stay healthy and productive.