

## New HR director Martina Ježková joins CRA

Prague, 26 March 2024 – The management of CRA is now supplemented by **Martina Ježková**, who took up the position of HR director. Her goal is to **strengthen the company culture and increase the engagement and satisfaction of employees.**

Martina Ježková has more than 18 years of experience in the HR field. She worked for GlaxoSmithKline, ING life insurance company, Tchibo, and before joining CRA she led HR in six countries at SPORTISIMO.

At CRA, she wants to focus especially on supporting leadership and cooperation at all levels, both in teams and between them. This should lead to an increase in employee satisfaction and engagement and to the strengthening of a naturally developed corporate culture.

*‘As fast as the world around us changes, so do the needs of HR. We realise that the most valuable thing we have are people, and therefore we pay great attention to their care,’* says CRA CEO Miloš Mastník. *‘Martina should help us fine-tune our corporate culture so that it is beneficial and inspiring for all generations of our employees as well as for potential job applicants,’* adds Miloš Mastník.

**CRA** is a leader in providing digital infrastructure. In addition to broadcasting services, the company focuses on connecting the worlds of television, radio, and the Internet. It operates its own data centres and provides its customers with top computing performance. CRAs have their own optical backbone network, and, thanks to a strong broadcast infrastructure, they can also offer wireless solutions to customers, or connect nearby locations using optical fibres.

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