

An Interview with...
Darío Roca
Global Human Resources Director at
Pronovias
Trade Sector



Elaborated by:

Deloitte.

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 **Generalitat
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Global Human Resources Director at Pronovias

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Name: Darío Roca

Position: Global Human Resources Director

Company: [Pronovias](#)

Sector: Trade

Employees: 800 employees

Headquarters: Barcelona

Date of Interview: 27/06/2014

What is Pronovias and what does the company do?

Pronovias is a family business, founded by Alberto Palatchi in 1922, which has its origin in "The Swiss", a prestigious Barcelona's store specialized in lace, embroidery and silk fabrics of high quality. This year we are celebrating the 50th birthday of the company with Manuel Ehrensperger as the CEO, since July 2013. Pronovias is currently in a status of expansion as it has invested 80 million euros in order to double its own shops, betting on innovation, new technologies and people, the main and the essential pillar for the company's growth.

What are Pronovia's goals for 2014 and how they will impact on HR policy?

Our main objectives consist in continue on with our international expansion and continue on working in order to consolidate the company as a world leader, trying to bring all the brides in the world and their dreams. To carry out our goals, we count with over 800 employees worldwide and we have created in this last year, 24 new jobs such as HR Business Partner, Trade Marketing Manager, CRM & Mailing Executive, etc. Our objective in a five years view is to double the presence of Pronovias, optimizing it in current markets and making it stronger in emerging markets. To achieve this objective, we are making different efforts in order to offer a unique shopping experience; we are creating new spaces and store designs, we are internationalizing the brand, etc.

Which profiles and job positions are currently the most demanded by the company?

The organization is formed, broadly speaking, by people focused on continuous improvement and excellence, and the attitude of the professionals and their positivism are highly valued. We also appreciate the knowledge of different languages and the international experiences, aligned with the expansion that we are doing. In our company, we are continuously working in teams and projects where collaboration between different areas is essential, as in the case of the gangways and conventions that are organized throughout the year.

Currently, the most In-Demand job positions are the highly qualified professionals with marketing, especially those with a digital approach (2.0). Regarding to the most In-demanded less-qualified jobs positions, their correspond to professionals with experience in the area of patronage and clothing. In the case of the requirements for the most In-Demand job positions, for almost all the positions, it is required a previous professional experience in the field and it is necessary for the professionals, in line with the essence of the company, to have an excellent tract and a clear customer focus.

Since Pronovias stands out for its manual workload when performing dresses, we are looking for talent through specialized schools, where the students work clearly-oriented to detail.

The main recruitment channels

Which are the main recruitment channels that you use? Are they different depending on the professional profile you want to hire?

One of the recruitment channels used for both highly and less-qualified, job positions, is the generalist portal occupation known as Infojobs. On there, we publish all our active vacancies and we also receive many CVs of candidates.

Regarding to the social networks, even though we are increasingly developing new networks, the most used both for direct searching and for publishing new job vacancies is LinkedIn and it is only used for highly-qualified job positions.

On certain occasions, for job positions with a specific profile that sometimes it is difficult to find in the labor market and that requires a high degree of responsibility, we use to work with Head-hunters. However, for certain temporary less-qualified job positions, we often work with temporary companies work.

The high education institutions job board that we use the most, correspond to universities, professional training centers and business schools. In the high education institutions job board we usually find professionals highly-qualified and professionals less-qualified that are used to make internships agreements which, in many cases, end up being a good recruitment channel. Finally, in the Corporate Website of the company, we have one section destined to the recruitment of new candidates and employees whether for highly-qualified or less-qualified professionals.

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Summary table of the main recruitment channels used by Pronovias

Recruitment channels	Job Positions required highly-qualified jobs	Job Positions required less-qualified jobs
Generalist job portals: Infojobs	Yes	Yes
Social Networks: LinkedIn	Yes	No
Headhunters: On certain occasions	Yes	No
Temporary Work Agency: Temporary contracts	No	Yes
High education institutions job board: Universities, professional training centers and business schools	Yes	Yes
Corporate channels: Corporate Website	Yes	Yes
Internship in the company: Recruitment Channel	Yes	Yes

Future challenges for attracting and developing talent

What future challenges will you set in terms of recruitment and talent development?

The company proposes to conduct a focused recruitment strategy 2.0., not only using recruitment source to find new LinkedIn candidates but also taking into account other social networks and applicants' behavior in the network.

What professional profiles or job positions will be required by the company in the future?

It is probably that more new job positions related to the new environment 2.0. will be demanded. In fact, we are currently doing that, both at a marketing and a system level. We also consider the job position of Business Partner in different areas of the business, to be a highly demanded in the future and therefore not only the technical expertise of the person is going to be valued, but also their ability to be close to the business, understanding their needs and anticipating to their expectations.

And finally, what recommendations would you make to someone who wants to take part in a selection process of Pronovias hiring process?

Before starting a hiring process, my recommendation to the candidate would be that he/se should know the business and how we work. I also recommend them to go to one of our stores in order to know the product and to be identified with it; if they can, they can have a shopping experience offline and online. It is also imperative that the candidate shows initiative and positivism. It is also advisable to know who are our competitors and the candidate should demonstrate during the different interviews that she/he has positive ideas for improvement.

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