

Culture as Strategy: How People-First Thinking Accelerates Growth

Andjela Petrovic

Global HR Director, People & Culture Strategist, Leadership Accelerator

As a Global HR Director in a high-growth, cybersecurity-driven environment, I've seen firsthand that the fastest-growing companies aren't just led by bold strategies—they're powered by intentional cultures. In this talk, I'll share how a people-first approach can become a true strategic lever, driving not just retention and engagement, but measurable business growth.

We'll explore how aligning leadership behaviors, building scalable people systems, and designing cultures that foster trust and ownership can transform internal chaos into clarity—especially during periods of rapid scaling. This session will offer a behind-the-scenes look at what works (and what doesn't) when building strong cultures in fast-moving industries.

Because in the end, growth doesn't come from plans on a slide—it comes from people. And how you invest in them will determine how far your company can go.

Biography

Andjela Petrovic is an international HR leader and culture strategist with over a decade of experience building high-performing, people-first organizations. As a Global HR Director in the fast-paced world of cybersecurity, Andjela has led transformative people initiatives across multiple continents, scaling teams, shaping leadership, and driving business growth through intentional culture design.

Known for her strategic yet human approach, Andjela specializes in building systems that align people with purpose—turning chaos into clarity during rapid expansion. She is passionate about empowering leaders to become culture carriers, and believes that no product, process, or plan can outperform a team that feels connected, trusted, and inspired.

Outside of her executive role, Andjela actively contributes to the global HR and leadership community through mentoring, public speaking, and thought leadership. She is on a mission to redefine how organizations view HR—not as a support function, but as the driving force behind sustainable growth.



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