

Madrid hosts the first challenge

SEAT DisrUP, the innovative formula for attracting talent

- / SEAT and PANGEA challenge 30 young talents with identifying innovative solutions for future mobility
- / The carmaker aims to connect with new generations of professionals in a unique way
- / The second edition will be held in Barcelona on 20 April

Madrid, 06/04/2018. – SEAT and PANGEA presented the first edition of the SEAT DisrUP initiative today in Madrid, a completely groundbreaking way of connecting the carmaker with the most promising talent. This is a project that aims to reflect on the future of mobility and come up with solutions for users in large urban centres. The approach consists in a hackathon with the participation of 30 young professionals, conducted in collaboration with PANGEA, the first international ecosystem of young talent that helps companies tackle the challenges of cultural and digital transformation.

During the event, SEAT Vice-president for Human Resources Xavier Ros pointed out that “SEAT DisrUP was created out of the need to promote the vision and ideas of the young generations of professionals so that they can become the driving force of transformation of the company and of the sector.” In addition, Ros underlined that “by identifying new initiatives and trends with the help of these young talents that affect the future of the sector, we will be able to make progress in our aim of finding new ways to attract talent. In order to find **new talent, you need to take a new approach.**”

Furthermore, PANGEA founder and CEO Pablo González pointed out that “it is a pleasure for us to organise this challenge with SEAT, a company that regards the new generations of professionals so highly.” In this sense, González emphasised that the aim of these challenges is that “SEAT finds a new model that enables the company to identify young talent who can become a part of the organisation through initiatives such as the Trainee **programme.**”

The challenge for the candidates

The challenge-based hackathon, which included inspirational talks delivered by the likes of Ismael Lara, head of Personal Development at SEAT, Francisco Requena, head of Innovation and Smart Factory at SEAT, Francisco Delgado, responsible for SEAT’s Carsharing Business Development and member of the Respiro Executive Committee or former SEAT trainee Sebastian Fesser, was conducted with 30 young professionals, divided into groups of three, who were challenged with anticipating new scenarios that will be found in future mobility, through several dynamic processes and proposals. Finally, they were reviewed by a jury panel made up of experts in Human Resources at SEAT and PANGEA. The winners, one from each city, will be announced at the end of each challenge.



Committed to talent

Aware of how important young talent is in the company's transformation, SEAT recently participated in the fifth edition of 4 Years From Now (4YFN), the international meeting of entrepreneurs and technological startups held in Barcelona in the framework of the Mobile World Congress. At the event, where the brand presented its SEAT DisrUP project, the company had its own dedicated space for networking and attracting highly qualified professionals in the tech environment.

With a view to identifying the talent that is going to help the company tackle the challenges of future mobility and Industry 4.0, in the last two years the SEAT workforce has grown by up to 150 professionals with a digital profile and a clear purpose – to lead the digitisation of the company.

SEAT is the only company that designs, develops, manufactures and markets cars in Spain. A member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exporting 80% of its vehicles, and is present in over 80 countries. In 2017, SEAT obtained an after tax profit of 281 million euros and achieved worldwide sales of nearly 470,000 vehicles.

The SEAT Group employs close to 14,700 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza, Leon and Arona. Additionally, the company produces the Ateca and the Toledo in the Czech Republic, the Alhambra in Portugal and the Mii in Slovakia.

The multinational has a Technical Centre, which operates as a knowledge hub that brings together 1,000 engineers who are focussed on developing innovation for Spain's largest industrial investor in R&D. SEAT already features the latest connectivity technology in its vehicle range and is currently engaged in the company's global digitalisation process to promote the mobility of the future.

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