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PRESS RELEASE

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Daria Hvižd'alová appointed CEO of the new non-profit educational institute '42 Prague'

- › Daria Hvižd'alová is a renowned expert in IT and artificial intelligence; lectures at the European School of Business and Management in Prague
- › ['42 Prague'](#) will train future programmers for new career paths and skillsets
- › ŠKODA AUTO is one of the co-founders of the not-for-profit programming institute

Mladá Boleslav, 9 March 2022 – Daria Hvižd'alová, a proven expert in IT and artificial intelligence with extensive experience in the area of manufacturing technology, will be heading the newly founded training institute ['42 Prague'](#). In her new role, the main goal will be to pass on her knowledge to up-and-coming talents as well as attract new supporters and partners to the institute. The focus will be on ensuring the diversity of ['42 Prague'](#) and the institution's independence. ŠKODA AUTO supports the unique training concept as one of the co-founders of the innovative institution.

ŠKODA AUTO Board Member for People & Culture, Maren Gräf, said: "With its unique and innovative training concept, the '42 Prague' institute strikes a chord and is an important cornerstone of ŠKODA AUTO's transformation from a traditional car manufacturer to a software-oriented company. I am convinced that 42 Prague will enable us to rapidly train junior staff in software at the highest level. Daria Hvižd'alová is the ideal candidate for CEO with her strong ability to combine theory and practice in a special way, her impressive background in AI and manufacturing technology and her inspiring personality. I am very much looking forward to working with her."

Christian Schenk, Board Member for Finance and IT, says: "We are delighted that we managed to get Daria Hvižd'alová for the CEO position. With her experience and motivation, she will give '42 Prague' a face and direction. This is another important step for realization of our NEXT LEVEL – ŠKODA STRATEGY 2030 in the field of software of the future."

Daria Hvižd'alová was most recently Head of Solutions at JHV, a technology company specialising in the digitalisation of machine maintenance. At the same time, Hvižd'alová worked as a partner in Mainware. As a co-founder of the company, she was responsible for optimising maintenance management using virtual reality and artificial intelligence (AI). Before that, Hvižd'alová had held positions at various AI and consulting companies. She is also a TEDx speaker, a columnist for the Czech edition of Forbes magazine and a lecturer at the European School of Business and Management in Prague, where she teaches the course 'AI in Business Processes'; she developed the module herself in terms of content and didactics. She was also the local chair of Human-Level AI 2018, the world's largest academic multi-conference focused on pushing the boundaries of machine learning.

After '42 Wolfsburg' and '42 Berlin', ['42 Prague'](#) is the third offshoot of the Volkswagen Group's 'École 42' training network. The application and enrolment process is scheduled for May, and the first semester will start this year in September.

Describing the project, Daria Hvižd'alová says: '42 Prague' is a unique concept that promotes lifelong learning, retraining and access to education for all. The '42 Prague' campus will be open for



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future programmers seven days a week, around the clock, and is going to offer students from Czechia as well as other countries a host of opportunities to prepare for new career paths and skillsets. Taking three years on average, the training is free of charge and includes two internships at our partners, including ŠKODA AUTO. We will actively strive to involve a wide range of partners from various fields of competence in order to build a curriculum that is comprehensive while also being relevant to the needs of the Czech IT market."

ŠKODA AUTO is one of the co-founders and sponsors of the institute, along with other partners from the technology and education sectors. Through its involvement, the car manufacturer supports highly qualified young professionals in the field of software and also aims to further strengthen its home country as an international high-tech location.

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Media images:



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Daria Hvižďalová is appointed CEO of the new programming institute '[42 Prague](#)'.

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- › is successfully steering through the new decade with the NEXT LEVEL – ŠKODA STRATEGY 2030.
- › aims to be one of the five best-selling brands in Europe by 2030 with an attractive line-up in the entry-level segments and additional e-models.
- › is emerging as the leading European brand in India, Russia and North Africa.
- › currently offers its customers twelve passenger-car series: the FABIA, RAPID, SCALA, OCTAVIA and SUPERB as well as the KAMIQ, KAROQ, KODIAQ, ENYAQ iV, ENYAQ COUPÉ iV, SLAVIA and KUSHAQ.
- › delivered over 870,000 vehicles to customers around the world in 2021.
- › has been a member of the Volkswagen Group for 30 years. The Volkswagen Group is one of the most successful vehicle manufacturers in the world.
- › independently manufactures and develops not only vehicles but also components such as engines and transmissions in association with the Group.
- › operates at three sites in the Czech Republic; manufactures in China, Russia, Slovakia and India primarily through Group partnerships, as well as in Ukraine with a local partner.
- › employs 45,000 people globally and is active in over 100 markets.