

“CONSTANTLY LEARNING NEW THINGS
MAKES YOU GROW, BOTH IN YOUR
PROFESSION AND AS A PERSON.”

STEFAN LAKE, NATIONAL ACCOUNT MANAGER



A WOMAN BROUGHT **STEFAN LAKE** TO STOCKHOLM, BUT **UNIVERSUM** ENDED UP BEING A LONGER LASTING LOVE.

Stefan Lake does a lot of listening in his job. As an employer branding consultant in Germany, Italy and the Netherlands, he spends a lot of time gathering information on client needs.

WHAT DOES IT MEAN TO BE AN EMPLOYER BRANDING CONSULTANT?

– I help our clients become more attractive as employers to the talent they want to recruit. I help them understand their current image, but also how to improve and develop it, so that they can attract the talent they need for the future.

WHAT TOOLS DO YOU USE IN YOUR JOB?

– My ears and my analytical skills are key resources. It's important to listen to the clients, not just to what they say, but also to who says it. Through that, I can discern what their challenges are and who the key people or departments are in their employer branding work. Then I use the Universum research on career expectations and trends among our clients' target groups to help the clients solve branding problems.

HOW DID YOU CONNECT WITH UNIVERSUM?

– I had moved to Stockholm from Germany to be with my girlfriend. I found Universum on a recruitment site and interviewed with the company in 2007. The relationship with my girlfriend did not last, but the one with Universum is still going strong.

WHAT MAKES YOU STAY WITH UNIVERSUM?

– Here, the same energy you put in, you get back many times over. There is a great culture here, where you are empowered to move things forward. I value the teamwork, and the fact that you get credit for the work you do here. I have found it is not always so at other employers. Furthermore, I constantly grow and develop as a person. Never being stagnant means a lot to me.

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EDUCATION: MASTERS OF BUSINESS, UNIVERSITY OF BREMEN, GRADUATED 2003.

FIRST JOB AFTER GRADUATION: TELESALLES AT MCI WORLDDOM

DREAMS FOR THE FUTURE: MAKE UNIVERSUM MORE AND MORE SUCCESSFUL IN GERMANY. TO HAVE MANY KIDS, THAT WERDER BREMEN WILL WIN THE CHAMPIONS LEAGUE.
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WHAT DEVELOPMENT POTENTIAL DO YOU SEE AT UNIVERSUM?

– I see that every day. Every client meeting, every workshop is a development opportunity. Since the clients are different, and they operate in an ever-changing business world, there are always new factors to analyse and new problems to solve. Universum is also very good at developing those employees who show ambition and drive. I, for example, am now filling in for the German country manager, who is on maternity leave. I hope for a continuation in a similar role once she comes back.

WHAT IS IT LIKE TO WORK FOR AN INTERNATIONAL COMPANY SUCH AS UNIVERSUM?

– I like it a lot. My base is in Cologne, but I talk to Stockholm every day. I am also in regular contact with colleagues in London, China and Switzerland. We have many international clients and if my contact in Germany discusses a challenge they have in the UK, I will share that with my UK colleagues. Working with both local and global solutions for our clients is one of the best aspects of my job.

WHAT TYPE OF PERSON WOULD FIT WELL WITH UNIVERSUM?

– You need to be driven, flexible, and have a passion for constant learning. You also have to be a good team player. A good sense of humor helps too. This is an intelligent and fun place to work, so you should know how to play and work hard – often at the same time!