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## ASB Group appoints first-ever Group Payroll Director

ASB Group, a leading provider of professional consulting and outsourcing services for business, is delighted to announce the promotion of Klára Cowan, Head of the Payroll team in the Czech Republic, to the crucial, new position in the company - Group Payroll Director.

Klára, with her extensive experience and invaluable contributions to the Payroll team, has been an integral part of the ASB Group family for over 8 years. This promotion marks a significant milestone in her career and aligns seamlessly with ASB's strategic focus on fortifying its payroll services, recognizing the substantial growth potential in this sector. In her new role, Klára will spearhead the business development of payroll services, nurture client relationships, and enhance cooperation with global payroll partners. This strategic move underscores ASB's commitment to delivering unparalleled expertise and service excellence in the payroll domain.

*"With our recent spectacular growth, opening new offices and creating dedicated, national departments, we have strong ambitions for our further development on the pan-regional scale. Klára's nomination to the position of Group Payroll Director is a testament to her unwavering commitment and exceptional leadership within the ASB Group. Her vast experience and proven track record make her the ideal candidate to drive the growth and success of our payroll services.",* says Petr Studnička, Managing Partner in ASB Group. *"We are truly excited to see Klára take on this pivotal role, and we have full confidence in her ability to lead us to new heights".*

With the firm's lifelong purpose of delivering the message of "Approach, Solutions, Business" to its clients, ASB has constantly built strong international relationships, based on deep collaboration and unwavering dedication to delivering exceptional value.

Klára expressed her enthusiasm for the future of the Payroll service line in the region, stating, *"I am honored and excited to take on the role of Group Payroll Director at ASB. The CEE region presents tremendous opportunities for payroll services, and I am eager to deliver innovative solutions that meet the evolving needs of modern clients. With experienced payroll teams, located in 7 offices in Prague, Warsaw, Bratislava, Budapest, Wrocław, Torun and Plock, ASB Group, since its establishment, has constantly improved and expanded its business as well as enhanced its expertise and service quality to meet the high demands of our clients. Can't wait to see, what comes next!"*

Petra Rychnovská, Partner and Co-Founder in ASB Group, shared her thoughts on Klára's promotion, saying *"We are thrilled to have Klára take on this crucial leadership role within ASB. Her dedication and expertise will undoubtedly contribute to the continued success and growth of our*



*organization. Klara's promotion reflects our ongoing commitment to nurturing talent within ASB and providing our clients with the highest level of professional services. From the beginning, we always envisioned our services as base for long-term sustainable development and growth of our partners as our top priority. I'm absolutely sure, that Klára's expertise ensures that ASB Group is well-positioned to provide seamless payroll solutions for clients operating on a global scale.*

Klára Cowan is a highly skilled and dedicated professional known for her expertise in guiding clients through the establishment of efficient payroll processes. With a keen understanding of both the benefits and challenges associated with HR, Klára ensures the seamless execution of processes, prioritizing accuracy and timeliness. In her role, Klára oversees the entire payroll cycle, diligently managing pre-and post-controls and validations. Her meticulous approach extends to addressing tax-related matters, preparing payroll transactions, and adhering to internal governance and payroll agenda requirements. Klára's primary objective is to enhance efficiency and elevate customer satisfaction throughout each phase of the payroll process.

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## **MEDIA CONTACT**

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## **ABOUT US**

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**ASB Group** specializes in outsourcing services in the fields of accounting, HR and payroll, tax and transfer pricing consulting, fiduciary management and corporate services. The company has been present in Central and Eastern Europe since 2002, steadily increasing its market share in professional business services.

ASB Group currently provides services to several hundred companies from many industries through its offices in Prague, Warsaw, Torun, Wrocław, Bratislava and Budapest. employs over 350 experienced and highly skilled professionals.

For more information, please visit ASB Group´s website: [www.asbgroup.eu](http://www.asbgroup.eu)