



# Petia Dimitrova: Engraining Sustainable Leadership with Visionary Mindset



The repetitive nature of conventional banking methodologies finds it challenging to stay firm, facing the challenges of modern banking. Thus, it becomes essential to adapt to and engrain an innovative approach, which is what Petia Dimitrova has done since she took the responsibility as the CEO of Postbank. As a fierce leader, Petia has consistently implemented newer administrative & well thought out methods to deliver effective results.

Insights Success a [online business magazine](#) caught up with Petia in our endeavor to find “The 10 Most Promising CEOs to Watch in 2022” and talked with her to know how she has embedded the code of success into the DNA of Postbank.

Below are the highlights of the interview.

How are you leveraging tech innovations to make your solutions resourceful?

The main focus is developing the bank’s digital solutions as a part of our strategy to provide an excellent customer experience for every consumer.

We once again strengthened our position as an [innovation leader](#) in the sector by successfully incorporating the most state-of-the-art and effective customer communication solution.

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