



**Szilvia Horvath**

CEO

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### Making ELO Digital Office a Household Name in the US

on myself and explore ways to grow intellectually," says Szilvia.

This experience and her interest in Economics led her to complete masters in economics and International Relations. In 2006, she embarked on an MBA in finance and HR and "Ironically enough, my professional business journey began while I was on maternity leave and I had the opportunity to study for my MBA."

During her MBA studies, she attended CeBIT, Europe's largest IT conference, where she researched companies to advance her career. There she came across ELO Digital Office and it was a major milestone. "My interest was really piqued when an ELO Business Partner challenged me to understand how electronic document management impacts business processes and operations. Then and there I presented myself to an ELO representative and said, 'I am here from Hungary. I want to learn everything I can about document management and represent ELO in Hungary.'" It was the first stepping stone of her executive journey.

ELO Germany hired Szilvia as a Regional Sales Account Manager and by 2007; she had established ELO Hungary with her own strategy and vision. It was a historic moment for ELO. "The Hungarian market was ripe for a solution like ELO as all government agencies were required to use certified records management systems. ELO information management solutions help all kinds of industries, irrespective of their business level, to streamline operations and accelerate time-to-market by automating workflows. These solutions give businesses the latest innovations in data privacy

and governance, mobility, analytics, search, and archiving capabilities," Szilvia continues. "So, I quickly set about having ELO software solutions certified by the Hungarian government, and ELO Hungary quickly became a most successful subsidiary."

Hereafter, the ELO Hungary success story owes much to Szilvia's keen business insights and seasoned leadership skills. She does, however, share credit with the entire ELO team's dedication and hard work. From 2010 to 2015, Szilvia worked at ELO global headquarters in Germany to support building other subsidiaries around the world. In 2016, she had the opportunity to establish the ELO Digital Office USA subsidiary and its partner channel in North America. "Learning a new language, adapting to new business practices, and developing partnerships that bring mutual success to ELO and its customers has been most gratifying and eye-opening," says Szilvia. "Staying open to new ideas and trying to understand different perspectives makes my journey a great experience."

Behind this success, Szilvia reveals her motivation: "the ability to uncover and implement the best solution to a problem, which requires a commitment to all stakeholders - employees, customers, business partners, and the communities where you live and work." She believes in team work and encourages the team to push themselves in believing and achieving the impossible. She explains, "Getting everyone involved and soliciting everyone's input, brainstorming, training, and bringing in experts from outside your organization to shake up thinking - these are the four pillars to innovation. Moreover, innovation is

**W**ith a strong background in Business Development and hands-on experience in dealing with international markets, Szilvia Horvath, CEO of ELO Digital Office USA, is a leader set on achieving tough business goals. Her be-the-best style mindset with a laissez faire approach towards management make for a winning formula. Her relentless focus on people, teamwork and profits is fueling success at ELO Digital Office USA, a provider of enterprise content management (ECM) software that enables companies to digitize business processes.

Szilvia's journey in becoming CEO of ELO is rather unique. Born in Hungary, she dared to leave her home at 13 years of age and follow her calling to enter a religious school. It was an opportunity to get introduced to new cultures and nationalities as the school consisted of people from all over the world. "In this environment, I learned how to focus

successfully realized when strategic plans are actually executed, and everyone has their skin in the game on that execution.”

To achieve success in this competitive era and overcome ever-changing business challenges, Szilvia believes that, “Making transformative technology decisions that will digitize your business today and advance you towards tomorrow’s success are top-of-mind for CEOs of Fortune 500 companies as well as mom-and-pop shops.”

Szilvia concludes, “As I look to 2019 and the coming years, I’m determined to make ELO a household name in the US - not to be confused with the Electric Light Orchestra.” ELO is ready to shake hands with new partners throughout the US with innovative resellers and managed service providers, passionate about providing their customers with solutions that go beyond document management.

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