



From Lecture Halls to the Cloud

What Business Expects from Graduates in the Context of the Sustainable Development Goals

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About the Speaker - Who am I?

Kamil Staško

Business Development & Cloud Strategy Expert
12+ years of experience in the IT industry

My Background

- Master's Degree in Management and Bachelor's Degree in Environmental Protection
- Postgraduate Diplomas in Project Management & Business Psychology
- Specializing in Partner Channel Development and Cloud Migration

Professional Highlights

- Business Development & Channel Manager in leading IT companies
- Responsible for Partner Recruitment, Business Planning & Go-to-Market Strategies
- 4 years focused on AWS Partner Network & Cloud Adoption
- Financial Modeling and ROI Analysis for Cloud Projects
- Master's Thesis: *Key Factors Influencing Cloud Migration*

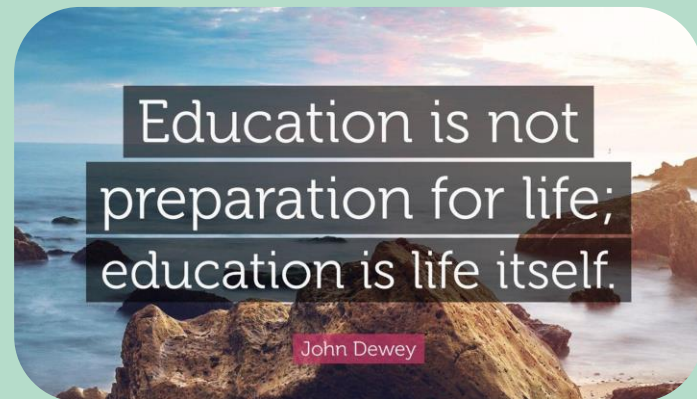
My Mission Today

to bridge education, business, and sustainability



The Changing World of Work

- **Technology, AI, and cloud** reshape every industry.
- Businesses connect **growth** with **sustainability** (SDGs).
- Universities still focus on **theory** → gap with **practice**.



Graduate in 2005	Graduate in 2025
🎓 Focused on knowledge and theory	🌐 Focused on skills and adaptability
📖 Learned from textbooks and lectures	☁️ Learns through cloud platforms and simulations
💼 Expected a stable corporate job	🚀 Creates projects, startups, and impact
🧠 Specialized in one discipline	🔄 Combines business, tech, and sustainability
🏢 Worked mostly on-site	💻 Works hybrid or remote, globally connected
📈 Success = career advancement	🌍 Success = contribution to SDGs and innovation



What Business Expects Today

- **Agility, adaptability, curiosity.**
- **Cloud and digital literacy** (AWS, Azure, data tools).
- **Cross-disciplinary mindset:** business + IT + sustainability.
- **Collaboration** across cultures and hybrid teams.
- **Ethical decision-making and responsibility.**

From Knowledge to Competence

- Old model: **knowledge** → **diploma** → **job**.
- New model: **digital tools** → **collaboration** → **measurable impact**.
- Emphasis on **problem-solving** and **real-world projects**.
- **Continuous learning** and **upskilling**.



Cloud as an SDG Enabler

90% of CEOs link SDGs to corporate strategy.

Sustainability = core business driver, not CSR.

- **Optimizes energy** and reduces carbon footprint.
- **Enables transparency** in supply chains.
- **Expands global access** to education and jobs.
- **Empowers sustainable innovation** and data-driven decisions.

Skills Most in Demand

- **Cloud & Digital Competence**
- **Data Literacy & Analytics**
- **Hybrid Team Collaboration**
- **Ethical & Sustainable Leadership**
- **Innovation Mindset**



How Academia Can Respond

- **Integrate sustainability** and digital modules.
- **Replace exams** with applied projects.
- **Partner with businesses** and tech providers.
- **Promote internships** and mentorship.
- **Develop soft skills** and cross-cultural teamwork.

Collaboration Models

- Joint University–Industry Labs
- Cloud Skills programs (AWS Educate, TD SYNEX Academy)
- Research projects linking SDGs to measurable KPIs
- Regional hubs for sustainable digital innovation





Key Takeaways

- **Business needs impact-ready graduates**, not just degree-holders.
- **Cloud and sustainability define employability.**
- **SDGs provide the framework for responsible innovation.**
- **Collaboration is the bridge between academia and business.**



Closing

The future belongs to graduates who can make technology serve people and the planet.

