

Project Management in Spain: Monthly report

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Spanish companies demand certified project managers

“PMP certifications are beginning to be in high demand since there is a clear trend of project work in many areas within companies.”



Eva Santos (born in Salamanca on 1990), Head-hunter specialist in the pharmaceutical sector at Morgan Phillips, Bachelor of Psychology and Master in HR, reveals the latest trends in recruitment and the impact that COVID-19 has had and continues to have on selection processes.

What are the main motivations of candidates when looking for a job?

Priority is increasingly being given to reconciling family and professional life. The great motivators when changing companies are the flexibility of schedules and teleworking, where the most flexible days without fixed entry time and freedom for remote work are highly valued. Also, salary packages are important that include a wide range of social benefits such as life insurance, pension plan, transport assistance, company car, gym cost subsidies, employee stock plan, bonuses, etc. Although the relevance of projects and professional development are the main motivation of candidates when making the decision to accept an offer from a company.

What is the added value in the selection processes by headhunting companies?

The headhunting professional is able to reach the passive candidate who is not looking for a job, since competitiveness between companies is increasing and the most competent candidates are the most desired. In this way, head-hunters also act as brand ambassadors for our clients to attract talent. From the point of view of the candidates, we accompany them very closely throughout the selection process, helping them in the preparation of the interviews, doing follow-up and support tasks, as if we were a kind of mentors.

Do new trends exist in job search processes?

In the era of digitalization, the image and brand of the candidate within professional social networks becomes the protagonist. The profile picture, publications and articles are essential to enhance contacts within the sector and contribute to this positioning. It is already a long way off when CVs were sent by letter to companies.

How do technology platforms help attract talent?

We rely more and more on platforms that support the integral management of the selection process as they provide us with facilities and benefits when carrying out the recruitment of personnel. The concentration of data, optimization of time, accuracy in filtering and selection, and of course the improvement of the follow-up and the positive experience of the candidate are undoubtedly the most outstanding advantages that this type of tools offers us. Also, video-curriculum and video offers are trends that are making a hole in the current selection processes.

What are the most demanded skills today?

Identifying the HIPO ("High Potential") candidate is the objective we set ourselves in any selection process. Competency aspects are now as important as technical knowledge. Dealing in changing and dynamic environments, the capacity for innovation and technological skills are what companies are mainly looking for in addition to the more traditional aspects such as the ability to work in a team or solve problems. We are no longer looking for watertight candidates who can perform in a certain department but versatile people with projection and capacity for growth.

What are the key points when evaluating a candidate?

The motivational part is looked at exhaustively. The competencies are analysed during the job interview based on evidence and in many cases a "business case" or "role play" is demanded, among others, to delve deeper into the skills that a candidate can bring to a company.

How have hiring processes changed since the declaration of the COVID-19 pandemic?

The implementation of new trends in the realization of selection processes through collaborative tools such as Skype or Microsoft Teams has been accelerated, and it has been done from one day to the next. Video interviews are becoming much more common as they allow more flexibility for all parties involved in the selection.

What can you tell us about the "Project Management" skills that companies request?

PMP certifications are beginning to be in high demand since there is a clear trend of project work in many of the areas of the companies. Professional figures are evolving into more consultative figures. As an example, there are commercial and business development positions, in which these certifications are beginning to be requested since they are associated with a wide range of responsibilities, so knowledge about scope management, time and cost control, quality, communication and management of interested parties among other aspects are key.

About the Author



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Alfonso Bucero, MSc, CPS, ACE, PMP, PMI-RMP, PfMP, SFC, IPMO-E, PMI Fellow, is an International Correspondent and Contributing Editor for the *PM World Journal* in Madrid, Spain. Mr. Bucero is also the founder and Managing Partner of BUCERO PM Consulting. Alfonso was the founder, sponsor, and President of the PMI Barcelona Chapter until April 2005 and belonged to PMI's LIAG (Leadership Institute Advisory Group). He was the past President of the PMI Madrid Spain Chapter and then nominated as a PMI EMEA Region 8 Component Mentor. Alfonso was a member of the PMIEF Engagement Committee. Alfonso has a Computer Science Engineering degree from Universidad Politécnica in Madrid and is studying for his Ph.D. in Project Management. He has 32 years of practical experience and is actively advancing the PM profession in Spain and Europe. Alfonso received the *PMI Distinguished Contribution Award* on October 9, 2010, the *PMI Fellow Award* on October 22, 2011, and the *PMI Eric Jenett Excellence Award* on October 28, 2017. Mr. Bucero can be contacted at alfonso.bucero@abucero.com.