

Specialized's Response Amid COVID-19

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Specialized HR Business Partner, [Lena Laakso](#) gave a brief virtual presentation to the Outdoor Product Design & Development program sharing her thoughts on the state of the outdoor industry amid COVID-19, how companies and employees are responding and adapting, and her perspective from Human Resources.

Laakso shares her insights as an HR Business Partner at a leading outdoor brand and how the company is working to take care of their people while looking towards the future. She also shares her insights as a hiring manager on what job seekers can do to prepare during this time for future opportunities.

Watch and listen to Laakso's full presentation below as well as on [YouTube](#) and in the [Highlander Podcast](#).

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<iframe style="border: none; display: block; margin-left: auto; margin-right: auto;" title="Lena Laakso - Specialized, HR Business Partner - Outdoor industry landscape amid COVID-19 | Highlander Podcast" src="https://www.podbean.com/media/player/wn9vq-da4e60?from=yiiadmin&download=1&version=1&vjs=1&skin=1&auto=0&share=1&font=Helvetica&width="100%" height="400" scrolling="no" data-name="pb-iframe-player"></iframe>
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