eBook

The People Behind HTEC's Expertise

Engineering expertise, business understanding, and people turning complex challenges into meaningful solutions.



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Why We Invest in Growth

Three leadership perspectives on why continuous learning, AI expertise, and professional development matter at HTEC.



“Growth doesn't happen by accident. It comes from making a deliberate commitment to learning, every day, across the organization. AI is creating new opportunities faster than any technology shift I've seen in my career, and standing still is simply not an option.
That's why we're focused on building an AI-enabled organization, where people across the company have the knowledge, confidence, and opportunity to put these technologies to work in meaningful ways.
What I’ve always valued the most in our people is their curiosity. It's a mindset defined by a constant desire to learn more, do more, and achieve more.

The Claude Certified Architect certification program is just one example of that mindset, and I continue to be impressed by the pace at which our people are embracing the program and earning their certifications. It gives them an opportunity to stay ahead, creating new opportunities for themselves and for our clients. Technology trends come and go, but this drive to lead with knowledge is something we will never outgrow.”

Aleksandar Čabrilo
CEO



Srđan Jovanović
Chief People Officer

“The most rewarding part of my job is seeing people discover new strengths and capabilities they didn't know they had. Over the years, one thing has remained remarkably consistent at HTEC: the willingness to embrace opportunities to learn and grow. For me, the speed and success with which many of our engineers have completed the latest Claude Certified Architect program demonstrates how eager our people are to build expertise that will shape the future of their work. Our job is to create the conditions that help that potential flourish. Learning isn't a milestone you reach once. It's a habit, and one that continues to open doors throughout a career.

Because AI is evolving so quickly, we've made AI education a priority throughout HTEC for several years now, helping people build AI fluency and understand where these technologies can make a difference. The impact extends far beyond the individual. As our people grow, so does the value we bring to our clients and the strength of our organization.”



Lawrence Whittle
CSO

“We hear a lot of talk about technology transformation today, but the real differentiator has always been people. I've been in this business long enough to see the pattern repeat many times. New technologies emerge, new skills become important, and entirely new roles appear almost overnight. What matters is how quickly organizations can develop the capabilities needed to take advantage of them.

At HTEC, that has always been part of our DNA. Our people recognize where the industry is headed and actively invest in staying ahead of it. Our responsibility is to make sure they have every opportunity to do so throughout HTEC, because meaningful innovation rarely comes from a single team alone. The enthusiasm we've seen around the Claude Code Architect program is remarkable. The impact is visible in the quality of work we deliver, the outcomes we create for clients, and the careers our people build as they continue to grow and develop.”

Ecosystem that drives growth

Bringing together the right partners, technologies, and the know-how

HTEC combines engineering expertise with strategic technology partnerships such as **Anthropic**, **Databricks**, **Stripe**, **SAP**, **and others** to help organizations accelerate AI transformation, modernize platforms, and deliver innovation faster.

Learn more

ANTHROP\C databricks stripe SAP

Learning at the Forefront of AI

What our Anthropic partnership means for our people

Learn

Access to cutting-edge AI knowledge and certification opportunities.

Build

Apply AI expertise to real-world customer challenges.

Grow

Expand capabilities while working alongside industry-leading teams.

The value of our Anthropic partnership is simple: it gives our people early exposure to what's next. As AI continues to evolve, we want our engineers learning directly from the source, building expertise in technologies already reshaping how products are built and businesses create value. That shows up as readiness. New technologies will keep emerging, and what matters is how fast an organization can understand them, adopt them, and turn them into results. These numbers are proof that HTEC is built to do exactly that.

400+ CCAR-F certified professionals

100% pass rate on every exam taken

682 engineers in the program

400+ Anthropic Claude Certifications. Countless Growth Stories.

Meet the People Behind the Milestone



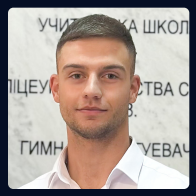
"Being part of a community of people motivated to become certified made a real difference, allowing us to exchange knowledge, study tips, and experiences throughout the process. Becoming Claude-certified pushed me beyond everyday usage and helped me understand the bigger impact of AI when configuring and automating entire fleets of agents, rather than working with just a single one."



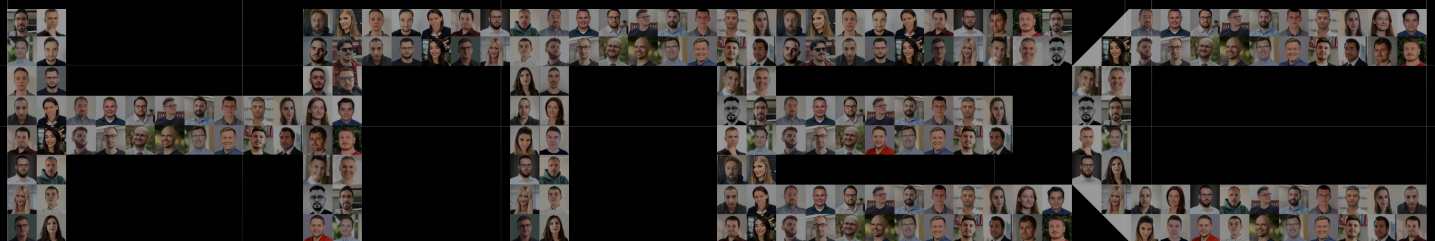
"This certification reflects the architectural expertise we build every day at HTEC. With the right learning resources and support, I strengthened my AI architecture skills to deliver secure, effective Anthropic-powered solutions."



“HTEC made the process straightforward, providing the materials and guidance for a smooth path to certification. I was already using Claude Code daily, but this process deepened my understanding and sharpened how I work with it.”



“HTEC gave me the support and resources I needed to pursue this certification. Thanks to that, I now have much deeper knowledge of AI and feel far more confident applying it in my everyday work.”





“Having both the opportunity and the right environment to pursue this certification made a meaningful difference throughout the process. The certification validates practical expertise in an area that's moving extremely fast and becoming central to how software gets built. It gives me confidence that our AI-driven solutions follow proven architectural patterns and best practices rather than trial and error.”



"HTEC supported my certification journey with well-structured learning materials and a smooth preparation process. However, the biggest advantage was that Claude Code is already part of our daily engineering workflow. For me, becoming Claude-certified is a validation of the skills I've built through real-world use of agentic AI, strengthening my confidence and the trust clients place in our expertise as AI-assisted development continues to evolve."



"Preparing for the certification helped me strengthen my confidence in using AI tools and expand my knowledge beyond everyday usage. With HTEC's learning resources and preparation support, I was able to take an important step toward growing my skills in AI."



"I'm grateful to HTEC for investing in my growth and fostering a culture where continuous learning is encouraged. Becoming Claude-certified represents both a personal achievement and a step forward in expanding my AI skills. I'm excited to apply this knowledge in my everyday work, creating greater value for my team and helping deliver stronger solutions for our clients."



"HTEC's support and learning culture helped me deepen my practical knowledge of Claude and agentic AI. Becoming Claude-certified validates my skills and enables me to build more reliable AI-powered solutions."



"HTEC invested in the learning resources I needed, making it much easier to prepare for the exam instead of figuring everything out on my own. Seeing that effort pay off feels incredibly rewarding. Today, I have a much deeper understanding of Claude and Claude Code, helping me work more efficiently and learn faster every day."



"The CCA-F certification was a smooth ride, thanks to the HTEC internal prep roadmap and custom exams. The award definitely pushed my motivation further, but more importantly, my knowledge and confidence to work with and understand Claude (or any other AI tool) have improved significantly."



"HTEC supported my certification journey by bringing together a community of people with the same goal: becoming CCA-F certified. Sharing knowledge, practical tips, and experiences with others made the process more motivating and gave me the confidence to pursue it myself. Becoming Claude-certified means staying relevant in a rapidly evolving AI landscape and embracing new ways of working that will shape the future of software development."



"The combination of HTEC's learning resources and collaborative culture greatly supported me throughout my certification journey. That support made the preparation process much easier to navigate. Becoming Claude-certified gave me a deeper understanding of Claude and related AI technologies while opening new opportunities for my future growth as an AI engineer."



"HTEC made the certification journey easier by providing clear guidance, realistic practice exams, valuable learning resources, and a supportive community where we could exchange knowledge. Having the certification costs covered allowed me to focus fully on preparation. As a junior engineer, earning this certification is a milestone I'm proud of, strengthening my AI knowledge, confidence, and motivation to keep growing in this field."



"Becoming a Claude Code Architect certified professional was about more than a badge. It was about mastering AI technologies, investing in continuous growth, and turning new knowledge into impact for the people around me. HTEC's support made that journey possible."



"HTEC supported me with everything that I needed to succeed, from learning resources to an incredible, encouraging team throughout the certification journey. The certification matters, but the real value is what I learned along the way, making my AI workflows and agents more efficient every day."



"Earning the Claude certification was a genuinely rewarding challenge, and HTEC's support made a real difference. The structured roadmap, dedicated Tech Talk sessions, and guidance from the internal team helped me focus on the right areas. Having access to 13 exam simulations allowed me to practice in realistic conditions, build confidence, and feel fully prepared. More than the certification itself, this experience showed me how seriously HTEC invests in building practical, hands-on expertise."



"Getting certified is a personal win, but the bigger story is HTEC's growing expertise in building with AI, and I'm glad to be part of it."



“Becoming Claude-certified is a valuable milestone for me because it helped me deepen my understanding of AI technologies and best practices. The preparation process itself was just as important as passing the exam, as it gave me new insights into how AI can be applied more effectively in real-world projects.”



"From covering the exam cost to providing a well-defined learning path, HTEC helped make the certification process both achievable and enjoyable. The additional motivation and support along the way made the experience even more rewarding. Becoming Claude-certified helps me stay aligned with the latest AI standards and practices while building a strong foundation for my continued growth as a software engineer."



"A structured preparation path, including an introductory session, recommended learning materials, practice tests, and insights from colleagues who had already passed the exam, gave me a clear route to successfully achieve the CCAR-F certification. For me, this achievement validates the time and effort invested in mastering Claude Code and gives me greater confidence in applying AI to improve productivity, automation, code quality, and problem-solving in my daily work.”



"Throughout the certification journey, HTEC provided the learning resources and support I needed to stay focused and continue progressing. For me, becoming Claude-certified reflects a commitment to continuous learning in an industry where AI is increasingly becoming part of everyday work. It also means I can contribute more to my team by working more efficiently, making better decisions, and using AI more effectively."



"HTEC and the team involved in the certification program provided well-structured learning materials and clear guidance throughout the entire process. Their support made the preparation journey smoother and more manageable, helping me achieve this goal with confidence. For me, this certification represents an important personal and professional milestone, bringing new knowledge and skills that will help me become more effective in my work."



"The combination of learning materials, guidance, and encouragement from colleagues made the certification process much smoother and more rewarding. Since I work with Claude every day, learning new details and expanding my understanding has been especially useful. Achieving this certification is a rewarding milestone that motivates me to continue learning and improving."



"HTEC provided valuable support throughout my certification journey by giving me access to high-quality training materials prepared by Slobodan Boljanovic and his team, as well as covering the exam fee. I also appreciate the support from Snežana Bugarski and Maria Rakić in helping resolve administrative challenges along the way. Becoming Claude-certified helped me build a more structured understanding of AI and use related tools more effectively."



"HTEC supported me by providing access to learning resources, encouraging continuous development, and fostering a culture that values professional growth and AI innovation. Becoming Claude-certified validates my AI expertise and strengthens my ability to effectively leverage AI solutions in my daily work and future projects."



"Access to learning resources, a culture of continuous development, and HTEC's focus on professional growth and AI innovation helped me throughout my certification journey. Becoming Claude-certified validates my AI expertise and strengthens my ability to effectively leverage AI solutions in my daily work and future projects."



"This was a great example of HTEC's "Grow yourself by growing others" value in action. People openly sharing their experience and turning it into practical learning materials that helped all of us succeed."



"HTEC provided strong support throughout my CCAR-F certification journey through a dedicated learning platform, progressively challenging practice exams, knowledge-sharing sessions, and clear guidance on recommended study resources. This structured preparation helped me build confidence before taking the exam. For me, earning the certification is a meaningful milestone in my AI journey, strengthening my understanding of Claude and giving me a solid foundation to continue developing my AI expertise."



"With support from both HTEC and my colleagues, I had access to the guidance and learning materials needed to successfully prepare for the exam. I feel very satisfied and grateful to have this certification as a Machine Learning Engineer, and throughout the learning process I discovered new ways to improve and upgrade my workflow."



"I'm grateful to the colleagues who completed the certification before me. Their clear documentation, shared experience, and support made the process much easier. Becoming Claude-certified helped me deepen my understanding of AI concepts beyond Claude itself, giving me a stronger foundation and greater confidence in working with AI in general."



“HTEC set up a study group channel where we learned together and helped each other clear up confusing topics. I use Claude Code every day and always look for more efficient workflows and better ways to structure my prompts and skills. The certification confirmed that some of my existing habits are indeed best practices. Professionally, it gives me more credibility when advising teammates. It's also motivated me to share my knowledge more openly.”



“There’s a big difference between occasionally using a tool and actually understanding how to build with it. Getting Claude-certified was about taking ownership of my growth and cutting through the AI hype to deliver real, high-impact value with HTEC’s learning resources and genuinely generous colleagues making the difference along the way.”



“HTEC provided a great set of learning materials and dry-run tests that were comprehensive without being overwhelming. The certification process itself was straightforward thanks to the support with exam purchase and logistics. Becoming Claude-certified expands my skill set as a software developer and strengthens my ability to apply AI technologies in real-world projects.”



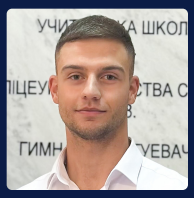
“Becoming Claude-certified helped me strengthen my understanding of Claude and learn how to make better use of its capabilities and available resources. It has also enabled me to reach desired solutions more efficiently and approach problems with greater confidence.”



“HTEC's supportive environment and the mentorship of experienced colleagues played a key role in helping me achieve this certification. Becoming Claude-certified (CCAR-F) is especially rewarding because I can apply these skills every day on my current project, allowing me to work more efficiently and better understand the bigger picture behind the solutions we build.”



"Huge thanks to HTEC for backing me on my journey to becoming CCA-F certified — the support made all the difference. It reflects the company's genuine commitment to investing in employees and enabling us to keep growing our skills."



“HTEC gave me the support and resources I needed to pursue this certification. Thanks to that, I now have much deeper knowledge of AI and feel far more confident applying it in my everyday work.”



“HTEC supported my certification journey by providing access to learning resources, encouragement, and opportunities to apply new knowledge in real-world projects. Becoming Claude-certified validates my expertise in AI technologies and motivates me to continue exploring innovative ways to deliver value to our clients and teams.”



“HTEC gave me everything I needed to prepare well. This support made the certification process much easier. This certification gave me a better understanding of how to use Large Language Models and agents in real applications. Now I feel more confident applying this technology in the right way, and it opens new possibilities for my daily work.”



“HTEC gave me the time, resources, and hands-on access to actually experiment with Claude — plus support from colleagues who'd already gone through the process. Professionally, it validates that I can apply AI in real work rather than just talk about it — and it pushes me to keep bringing AI into my day-to-day, whether that's speeding up delivery or solving problems in smarter ways.”



“HTEC put together additional preparation materials on top of the official ones, which made a real difference in knowing what to focus on. There's also an internal group where people share knowledge and experiences from the exam, so you're never figuring it out alone. The fundamentals are in place now, which means the next level of specialization is the real goal.”



“With access to study materials and the exam cost covered, the certification journey felt smooth and accessible. It's a meaningful step forward in staying current with AI tools that are shaping how we work.”



“Preparing for the certification was a great learning experience. HTEC offers excellent AI learning courses and since I work with AI every day, I was able to connect the course material with real-world experience. I'm also grateful to my colleagues, who were a great source of encouragement throughout the process. I'm excited to add this certification to my journey and it inspires me to keep learning, improving and taking on new challenges in AI.”



"Pursuing this certification was an opportunity to deepen my understanding of AI technologies and lead by example within our organization. As a Branch Manager, I don't work with AI tools directly in my daily projects, but I chose to earn the Claude certification to lead by example and inspire others in Kragujevac to embrace AI skills, which are worth investing in, no matter your role.”



"HTEC helped turn the goal of getting certified into a reality by providing access to practice exams, tools, and resources that allowed me to test my knowledge and identify areas for improvement. For me, becoming Claude-certified is both validation of the skills I already use in my daily work and motivation to keep growing in a fast-moving AI landscape where continuous learning is essential."



"The company's strong focus on AI, along with the various internal channels and resources available for sharing knowledge and staying informed, helped me keep up with new developments and prepare for the certification at the right time. Becoming Claude-certified means developing a more structured and thoughtful approach to designing prompts, workflows, and AI-assisted solutions. It strengthens my ability to use AI in a practical and responsible way."



"HTEC gave me everything I needed to succeed. That kind of support made it possible for me to focus and go all in on this certification. This certification is more than just a milestone, it's a deliberate step in my journey to becoming as proficient as possible in AI. I see this as the foundation for the deeper expertise I'm building, and I'm excited to keep pushing forward from here."



"The support I received throughout the preparation process helped me better understand the value of this certification for both our team and the company. As an Automation QA, it gave me a better understanding of Claude's capabilities and how I can use them to make my daily work more efficient and deliver more value to the team."



"HTEC invested in my professional development by establishing a partnership with Anthropic and making certification a priority. Becoming Claude-certified is both a personal achievement and a recognition that I'm ready to apply Anthropic's AI technologies in real-world business scenarios."

From Data Expertise to Real-World Impact

What our Databricks partnership means for our people

Learn

Develop expertise in data engineering, analytics, and the Databricks ecosystem through hands-on learning and certification opportunities.

Apply:

Design and build data solutions that bring together, organize, and prepare data for reliable use across business and AI applications.

Advance:

Master the architecture and ontologies that connect data with business meaning, helping lay the groundwork for context-aware, reliable agentic AI.

Our Databricks partnership supports our people in building expertise across data engineering and architecture, helping them design and build data solutions that capture not only how data is structured and connected, but also the business context required for effective AI systems. As AI agents move beyond retrieving information to making decisions and taking action, ontologies and other semantic approaches help define the concepts, relationships, and rules that give data meaning, laying the foundation for more reliable, context-aware AI systems.

As organizations look to turn increasingly complex data into meaningful business outcomes, strong engineering expertise makes a difference. By connecting continuous learning with practical application, we help our people build capabilities that support better data solutions and provide a strong foundation for evolving AI applications.

120+ Databricks-certified professionals

90+ engineers in program

Building deeper expertise in data and AI.

databricks

Meet Our Databricks-Certified Experts



“It’s like being a chef in a well-known restaurant: whatever order comes in, I know exactly which tool to reach for. Whether a project calls for setting up Databricks Asset Bundles, building ingestion and data pipelines with Lakeflow, serving operational data through Lakebase, or governing data with Unity Catalog, I can choose the right approach with confidence and deliver it efficiently.”



"Grateful to HTEC for providing the resources, information, and flexibility I needed to prepare for the exam. Becoming Databricks certified gives me a sense of fulfillment and confidence, while reinforcing the importance of continuously developing my expertise and staying up to date with leading data and AI platforms.”



“Earning the Databricks Certified Generative AI Engineer Associate certification gave me the opportunity to deepen my understanding of modern GenAI architectures and practical approaches to building LLM-powered solutions. I am grateful for HTEC’s support for continuous learning and professional development, which helps me strengthen my expertise and turn new knowledge into solutions that create real value.”



"Earning the Databricks Certified Data Engineer Professional certification marks an important milestone in my professional growth, challenging me to deepen my expertise in building scalable, reliable data solutions. I'm grateful to be part of an environment at HTEC that encourages continuous learning and technical development, and I'm excited to apply this knowledge to solve real-world engineering challenges."



"HTEC gave me the time, resources, and hands-on access to experiment with Databricks — plus support from colleagues who'd already gone through the process. Professionally, earning this certification validates my ability to build, tune, and deploy machine learning models on the Databricks platform. Personally, preparing for and passing this exam has built my technical confidence and proven to myself that I can successfully handle practical, modern cloud-based data workflows."



"After more than ten years in data, preparing for the certification felt less like learning and more like translation. Client projects at HTEC had already given me hands-on time with the platform, so the real work was mapping that experience onto Databricks' own vocabulary. And that's what matters most, because with a client team, it means we're speaking the same language from the first conversation."



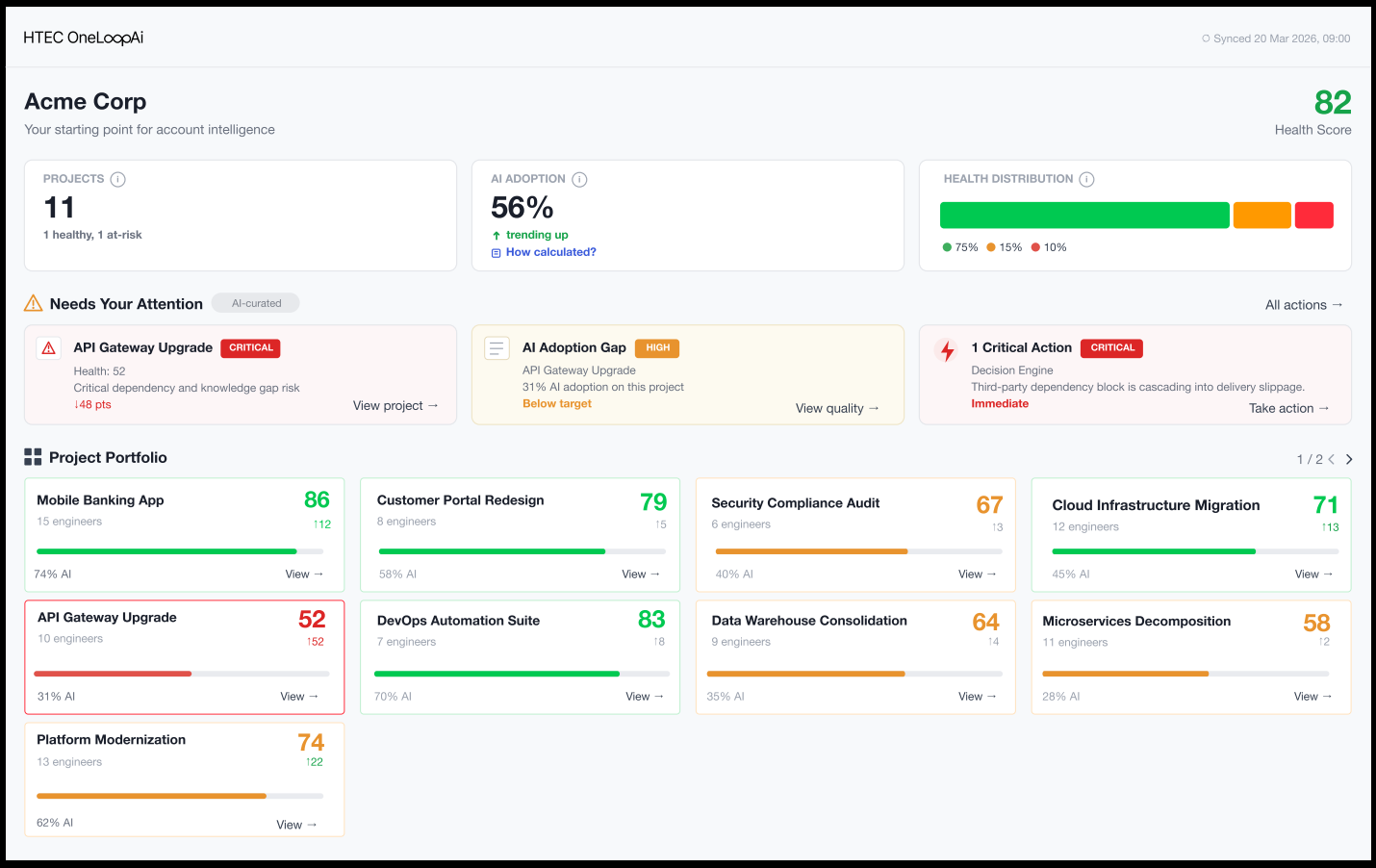
"Personally, becoming Databricks-certified as a Generative AI Engineer Associate is proof that I'm still able to learn and understand new areas of expertise that I didn't have a single clue about 1 year ago. From a professional perspective, it gives me new tools and a way of thinking to enhance my developer experience and stay valuable in today's and tomorrow's job market, which is challenging these days. I'm very grateful to HTEC for organizing this partnership with Databricks and helping us choose different learning paths and register for the exam."



"Becoming Databricks certified is about continuously expanding my knowledge and staying ahead in a continuously evolving industry. For me, learning never stops, and it reflects both on my personal mindset and HTEC's culture of keeping learning, growing, and moving forward."

Turning Expertise into Impact

Certifications are not the end goal. They are part of how we build the expertise needed to create meaningful impact for our customers through AI-powered products and solutions. We don't wait for technologies to mature before we engage with them. We adopt them early, put them into practice, and learn from real-world experience before bringing those expertise to our clients.



OneLoopAI is a product of that approach. Developed within HTEC, it gives organizations visibility into AI adoption, costs, performance, and value realized. It began as a way to manage and measure our own project health metrics and the use of AI and has evolved into a platform that helps clients do the same with greater clarity, transparency, and confidence.

Learn more about HTEC OneLoopAi

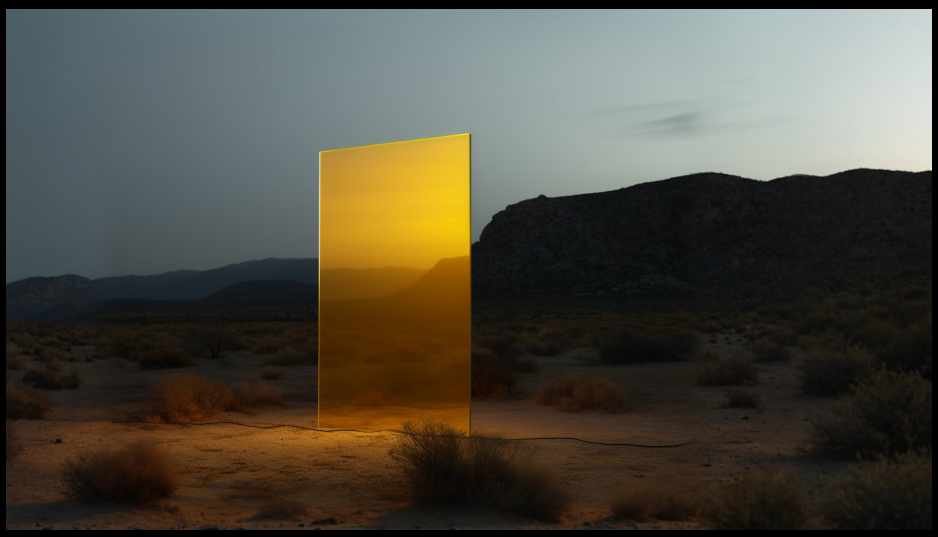
AI case studies

Infineon

Applying AI to One of Renewable Energy's Biggest Challenges

Working with Infineon, HTEC developed AI models that improve solar generation forecasting, helping energy providers make more informed operational decisions.

Read the full story



GTreasury

Bringing Intelligence to Banking Integration

HTEC built an AI-powered platform that cuts through the complexity of banking integrations, turning hundreds of APIs into a faster, more scalable path to connectivity.

Read the full story



Continue Exploring

Want to go deeper? Explore expert perspectives, technical insights, and real-world examples from HTEC teams working at the forefront of AI innovation.

The AI-Enabled Operating Model



Ronny Fehling
Chief AI Transformation Officer

Most large enterprises have an AI strategy, but very few have changed how the business runs. The default move is to bolt AI onto the existing operating model: hire a Chief AI Officer, stand up a function, run some pilots. But if the work still flows through the same approval chains and budget cycles designed for a pre-AI world, the result is friction. Ronny Fehling, HTEC's Chief AI Officer, argues that becoming genuinely AI-enabled requires redesigning the operating model itself

Read the full article

The Missing Foundation for Agentic AI



Darko Todorović
HTEC CTO

AI models are becoming increasingly powerful, but intelligence alone is not enough. As enterprises move from chatbots to autonomous AI agents, success depends on the quality of their data, business context, and infrastructure. Our CTO, Darko Todorovic, explains why these foundations are becoming the real differentiators in enterprise AI.

Read the full article

HTEC and Anthropic partnership



AI is becoming commoditized, but expertise is not. As AI systems grow more complex, success increasingly depends on partnerships that combine technology, engineering, and real-world implementation. Discover why no organization is solving AI alone and what HTEC's partnership with Anthropic means in that context.

Read the full article

What Could Your Story Look Like?

Join a team that invests in your growth.



What could your story look like?

Your Name
Your Position

See open positions!

Palo Alto
101 University Avenue,
Suite 301
Palo Alto, CA 94301, USA
Phone: +1 415 490 8175
office-sf@htecgroup.com

London
Huckletree Bishopsgate,
8 Bishopsgate
London EC2N 4BQ, UK
Phone: +44 203 818 5916
office-uk@htecgroup.com

Munich
Balanstraße 71a
81541 München, Germany
Phone: +49 89 2153 7857 0

office-de@htecgroup.com

Belgrade
Milutina Milankovica 7Đ
Belgrade 11070, Serbia
Phone: +381 11 228 1182

office-bg@htecgroup.com



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