



## Personal profile IKEA of Sweden

# “I love simple products with clever features – combining form and function with human interaction for smart, everyday solutions.”

Björn Block, Business Leader for IKEA Home Smart

### MY BACKGROUND

I was born in Stockholm, Sweden, in 1974. My background is in industrial design, and I've always been interested in combining aesthetics and functionality. I love simple products with clever features – combining form and function with human interaction for smart, everyday solutions. After ten years in the kitchen industry, I joined IKEA in 2012 to focus on lighting and IKEA Home Smart.

### WHAT I DO AT IKEA

I'm a Business Leader for IKEA Home Smart, which is an initiative where we integrate new but available technology into our products to help people save time, money and space while sparing them unnecessary frustration in their everyday lives.

### CURIOSITY TO ME MEANS

Curiosity is one of the most important aspects of life. It's about being open to ideas and willing to listen, learn and adapt. I'm always driven by positive thinking and a passion for improvement. In my role, curiosity is key – as are courage and passion.

### MY THOUGHTS ON DEMOCRATIC DESIGN

The IKEA PS 2014 pendant lamp was one of my first projects at IKEA and one where we realised early on that it could be a success. We put tremendous effort and passion into making it right in every aspect of Democratic Design\*, and every detail was carefully designed, refined and tested. Everyone on the project team loved the lamp from the very beginning and throughout the entire process.

### WHY I LOVE WORKING AT IKEA

Working for IKEA is very much about opportunities and being able to explore, experiment and learn. And doing this together with fantastic people and great talents is really special. The entrepreneurship is incredible.

### A FAVOURITE IKEA PROJECT

The Smart Lighting range that we are launching from IKEA Home Smart in 2017 is a milestone for us. It's not just a range of products, but also the starting point for the Internet of Things the IKEA way. It's when we launch our connectivity platform and enable future-added features and functionalities, not seen or experienced before. The new digital opportunities are very exciting.

### HOW IKEA CAN STAY INNOVATIVE

Being innovative is about being curious and having a strong purpose. By staying true to our vision of creating a better everyday life for the many people, and being open to new solutions, business models and ways of working, we will continue to be a leader in life at home.

### MY BIGGEST MISTAKE

I am not a big fan of regrets or seeing things as mistakes. I think you can learn from everything you do. One thing I do regret though is not learning proper typewriting in school. Right now, I've got my hopes on better voice recognition apps...

\* Democratic Design is the IKEA approach of always considering form, function, quality, sustainability, and low price in order to make better everyday products for more people.