



Personal profile IKEA of Sweden

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Evamaria Rönnegård, Product Design Manager at IKEA of Sweden

MY BACKGROUND

I was born in 1972 in Småland, Sweden, so IKEA has always been close to my heart. I have 20 years of experience with IKEA, working with product development, range development, business strategy and leadership, retailing and design. With my husband and three children I have moved from Sweden to Italy and back again, always looking for new challenges and opportunities in IKEA.

WHAT I DO AT IKEA

I lead the in-house design team of 12 designers plus interns and project-employed designers. In addition to that we have over 80 contracted designers. My assignment is to lead all our designers and find ways of working together with all stakeholders in the development process.

WHAT INSPIRES ME

The people I work with.

MY THOUGHTS ON DEMOCRATIC DESIGN

When we do it right we can make a change that really matters for people and the environment. *

WHY I LOVE WORKING AT IKEA

The IKEA values. Being creative. Leading change. Working together.

A FAVOURITE IKEA PROJECT

Good cause campaigns, for example the soft toys drawing competition for children.

HOW IKEA CAN STAY INNOVATIVE

By being curious. By acting as a small company while being big. And by not being afraid to make mistakes.

MY BIGGEST MISTAKE

A zero wrong in the forecasting: 100 000 became 1 million...

** 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.*