



Personal profile IKEA of Sweden

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Henrik Elm, Purchasing and Logistics Manager at IKEA Range and Supply

MY BACKGROUND

I was born in Älmhult, Sweden, in 1968. I've had many different roles within IKEA. I've worked in purchasing within an IKEA business area, and as an IKEA Store Manager in Retail. I've had the opportunity to live and work for IKEA in six different countries.

WHAT I DO AT IKEA

I lead purchasing for IKEA and also recently the Logistic agenda.

WHAT INSPIRES ME

I'm really excited to see how we can develop our ways of working with our business partners. Without them, IKEA would not be the same – and still we have so many things to improve. Bringing our partners closer to us and our customers is inspiring.

WHY I LOVE WORKING AT IKEA

I have only worked for IKEA throughout my whole life, so I have nothing to compare to, but it starts with all the great people within IKEA and at our business partners. Such willpower and never-ending enthusiasm – that combined with our great vision of creating a better everyday life for the many people and our business idea makes it special.

MY THOUGHTS ON DEMOCRATIC DESIGN

I love the challenge that lies within all five dimensions of Democratic Design*. When we manage to deliver to all five dimensions, that is IKEA at its best. And when we don't, we become like everybody else...

A FAVOURITE IKEA PROJECT

We've recently made a major change in purchasing called Better Purchasing. It has been a fantastic journey in order to make us better fit for the future. We have managed the change at the same time as we've delivered one of the best results ever. Talk about great co-workers and leaders!

HOW IKEA CAN STAY INNOVATIVE

We really want to create a culture and atmosphere of curiosity and allow for ideas and proposals to come through, both from within and from our partners. Then we need to dare to invest in innovation and, even more importantly, we need to dare to fail.

MY BIGGEST MISTAKE

I have made so many that it's hard to mention just one. I hope I still have my biggest mistake ahead of me.

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