



## Personal profile IKEA of Sweden

# “We have such a great opportunity to make a positive impact on both people and our planet, wherever we operate.”

**Susanne Waidzunas, Global Purchasing Operations Manager at IKEA of Sweden**

### MY BACKGROUND

I was born in Mölndal, Sweden, in 1973 and have been with IKEA since 2001. I got a Master of Science Degree in International Business at the University of Gothenburg, then I spent 18 years in the supply chain field – 15 at IKEA. I’ve had the privilege of working with business and people development in our purchasing operations as well as in two business areas at IKEA of Sweden. I’ve covered most of our business categories, both at regional level and globally.

### WHAT I DO AT IKEA

I’m responsible for our purchasing operations worldwide. We have nine Purchasing Operation Areas globally and 25 Purchasing Service Offices. Part of my job is to identify and act on new business and market opportunities in our regions. I’m also responsible for verifying compliance with both legal and IWAY requirements. IWAY is the IKEA code of conduct for suppliers of products, materials and services.

### WHAT INSPIRES ME

The meetings! Meetings and interaction with suppliers, co-workers and customers. And the opportunities! We are so rich with potential and opportunity.

### MY THOUGHTS ON DEMOCRATIC DESIGN

I learned a lot about Democratic Design\* when working with VALJE. We built this new storage solution on the strengths of our own industry set-up in Poland. We developed it on the factory floor. It truly lives up to the five elements of Democratic Design: fantastic, simple form, great function (and assembly experience with the new wedge dowel), great quality, low price and a great sustainable choice (lightweight, etc.).

### WHY I LOVE WORKING AT IKEA

A lot of reasons. It starts with the vision, of course: “To create a better everyday life for the many people” – it inspires me every day! I’m very proud of how we take responsibility for people (customers, co-workers and suppliers’ employees) and for the planet. I’m proud of our approach towards safety and health. We have such a great opportunity to make a positive impact on both people and our planet, wherever we operate.

### A FAVOURITE IKEA PROJECT

Recently I’ve been part of leading a big change in IKEA purchasing, with the goals of shortening the distance between suppliers and customers, empowering co-workers, and strengthening how we execute business strategies.

### HOW IKEA CAN STAY INNOVATIVE

By staying customer- and supplier-centric. By connecting people and ideas! By fostering an open climate, where curiosity and exploration are a natural part of our everyday reality. By staying open and daring to try. By daring to make mistakes.

### MY BIGGEST MISTAKE

Oh, there are so many! I live and work under the motto that I’d rather regret the things I have done than the things that I haven’t. Life’s too short not to dare to try things out.

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