



## Personal profile IKEA of Sweden

**“I love working with people that are curious, value-driven and who move our range forward, making sure we’re always trying to fulfil the IKEA vision: to create a better everyday life for the many people.”**

**Tina Petersson Lind, Range and Design Manager at IKEA of Sweden**

### MY BACKGROUND

I was born in 1963 in Älmhult, Sweden, and have worked at IKEA since 1986, primarily in retail, with interior design and visual merchandising in stores. I’ve also been a Product Developer and a Range Manager.

### WHAT I DO AT IKEA

I work in areas like Global Range Development, Design, Research and Matrix Leadership, Range Strategy and Sub-strategies, and Recruitment and Competence Development.

### WHAT INSPIRES ME

I love working with people that are curious, value-driven and who move our range forward, making sure we’re always trying to fulfil the IKEA vision: to create a better everyday life for the many people. That inspires me and so does reaching more of “the many”. How can we reach new customers who, from a standpoint of affordability, need, or aesthetics, would benefit from the IKEA vision? Or reach those who simply sympathise with our vision?

### MY THOUGHTS ON DEMOCRATIC DESIGN

Democratic Design\* isn’t new. But we constantly try to find innovative methods and ways of working with it. I’ve been a Product Developer and a Range Manager, and always, Democratic Design was at the core. I was involved for a long time with PAX and KOMPLEMENT (our wardrobe system and complementary interior organisers) – very good representations of Democratic Design and very important in everyday lives! Getting all the elements of Democratic Design correct is difficult, especially as our products come out in large volumes and in at least a couple of markets. Everything has a big impact and needs to be 100% right.

### WHY I LOVE WORKING AT IKEA

It’s still all about the inspiring vision of creating a better everyday life for the many people. And that if you believe strongly and have good ideas, you can carry them through. It’s the culture of believing in people – when it works, it’s fantastic, when it doesn’t, it becomes obvious sooner or later.

### A FAVOURITE IKEA PROJECT

I work more broadly rather than on one project at a time. But it’s interesting to follow projects about continuing to benefit the many people, keeping or developing low prices because most of the many still can’t afford our products. It’s also a constant challenge to be relevant in all markets while keeping the unique IKEA identity. Finally, I think some new developments regarding platforms for some of our biggest functions, and our materials and techniques agenda, are really exciting. Maybe not so visible for customers, but hopefully enjoyable in the user experience, and long lasting.

### HOW IKEA CAN STAY INNOVATIVE

By staying curious about people and the world around us and opening up and co-creating more.

### MY BIGGEST MISTAKE

They are so many! With all my learning experiences, I could probably write a book!

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