



Personal profile IKEA of Sweden

“I’m inspired by working in a company with entrepreneurship and development at the core of its DNA.”

Tony Sandelius, New Business and Innovation Manager, Range and Supply at IKEA of Sweden

MY BACKGROUND

I was born in Kalmar, Sweden, in 1975. I have a broad background, with experience within most aspects of development throughout the value chain. I’ve learned a lot by working in different parts of IKEA, shifting perspectives between product development, sourcing development, business development and now innovation development.

WHAT I DO AT IKEA

I lead a department that explores the ever-changing world, seeking to understand the conditions that challenge our business to change and reinvent itself. We build up stronger capabilities for creating new business opportunities and innovative solutions so that our vision will be as relevant in the future as it is today.

WHAT INSPIRES ME

I’m inspired by working in a company with entrepreneurship and development at the core of its DNA. IKEA has been a challenger and innovator in creating better, smarter home-furnishing solutions for the many people for 70 years. We continue to not only identify colourful, exciting ideas, but also with the IKEA unique ability to turn them into reality through a dedicated value chain. I’m curious about what we can achieve over the next 70 years, as we focus on the big problems in life at home to create affordable innovative solutions for the many people.

MY THOUGHTS ON DEMOCRATIC DESIGN

I’ve been part of many projects, each with both similar and unique challenges and lessons from balancing the five dimensions of Democratic Design*. I have always had rewarding experiences from constantly striving for products optimised in all aspects of Democratic Design. Maybe that’s the main takeaway, Democratic Design demands and always puts you in a position of continuous learning and development.

WHY I LOVE WORKING AT IKEA

We are a value-based company where the totality is larger than the individual pieces. Togetherness and teamwork, with our culture as their strong foundation, have been, and always will be, the key to delivering outstanding solutions for life at home for the many people.

A FAVOURITE IKEA PROJECT

Setting up the new department, New Business and Innovation, it was a true example of IKEA culture and values. It started with the question, “How do we ensure that we can fulfil the IKEA vision in 2030 and beyond?” To be able to capture the opportunities in a changing world, to focus on creating revolutionary and disruptive solutions to the big problems for the many, we are in the process of securing new talent and competence as well as strengthening the IKEA capabilities to operate better in a world of ideas and technology. The privilege to lead and work together with the many different, dedicated, and very skilful people at IKEA while on this journey is truly a great experience.

MY BIGGEST MISTAKE

I make many mistakes and hopefully they make me a better leader and colleague.

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