



## “Democratic design is an excellent foundation for building a sustainable business to deliver what we promised our customers and also to take care of our environment.”

Vaishali Misra, Business Leader Next Generation Social Entrepreneur Initiative at IKEA of Sweden

### MY BACKGROUND

I was born in Lucknow, India, in 1972. I earned a degree in Interior and Furniture Design and then a Masters in Business Administration. My 24-year career spans across leadership positions in business development and management in India and globally. I have worked for IKEA for 17 years in varied and challenging roles in supply chain management and business development in different categories and product areas in India and Sweden. Today I live in Älmhult, Sweden with my husband and son and love travelling, cooking, reading and watching films.

### WHAT I DO AT IKEA

I am Business Leader Next Generation Social Entrepreneur Initiative. This is a pioneering global initiative from IKEA to partner with social entrepreneurs and social businesses with special focus on empowering women and helping vulnerable groups gain independent livelihoods. I am responsible for setting the strategy and the roll-out, selecting our partners, business performance and impact management.

### WHAT INSPIRES ME

People with a can-do attitude.

### MY THOUGHTS ON DEMOCRATIC DESIGN

It's an excellent foundation for building a sustainable business to deliver what we promised our customers and also to take care of our environment. \*

### WHY I LOVE WORKING AT IKEA

IKEA gives me opportunities to contribute, learn and grow through various interesting assignments in an international environment. IKEA encourages everyone to take responsibility for their self-development and provides an enabling work culture based on strong IKEA Values.

### A FAVOURITE IKEA PROJECT

My assignment is the best! My favourite product is the POÄNG chair.

### HOW IKEA CAN STAY INNOVATIVE

By having a platform where all ideas are encouraged, having our eyes and ears open to all the developments externally and keeping our feet on the ground.

### MY BIGGEST MISTAKE

I engaged a supplier that turned out not to be a strategic fit. Then I had to end our agreement with them!

\* 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.