



Josephine Rydberg-Dumont

Josephine is a passionate and highly skilled creative brand and business leader with 24 years experience in various leadership roles in the fast-growing IKEA Group, including as Chief Executive of IKEA of Sweden. Between 2000 and 2007 she led the vision of the IKEA home furnishing business taking responsibility for strategy, range and product development, purchasing, and supply. She was instrumental in taking this 13.000 world-wide people-led organization from 7 to 20 billion euro sales. Her passion is mission-focused business innovation, brand communication, and organizational transformation. She is committed to self development and her drive is simply to make the world a better place.