

LARS-JOHAN JARNHEIMER



Chairman of IKEA Group
Former President & CEO of Tele2 AB

Lars-Johan Jarnheimer became Chairman of IKEA Group January 2015, one of the world's largest furniture companies and most recognized and respected brands. He is the former President & CEO of Tele2 AB a major European telecommunications operator, with about 14 million customers in 9 countries.

Lars-Johan's corporate leadership began in 1991 when he joined the Kinnevik Group an investment company with stakes in about 30 companies operating across five continents in more than 80 countries, with a particular focus on growth markets. The largest holdings are Zalando, Millicom, Tele2, Rocket Internet, Global Fashion Group and MTG. He was recruited as Managing Director of the Swedish music video channel Z-TV, a satellite channel. Soon after this his career at the Kinnevik Group accelerated and he became Managing Director of the newly started telecom company Comviq GSM AB. After Comviq's merger with Tele2, Lars-Johan left for new challenges at SAAB Automobile where he became responsible for the Scandinavian, Baltic, and Russian markets.

In 1998, Lars-Johan returned to the Kinnevik Group as Executive Vice President, responsible for growing the customer care company Transcom, as well as the loyalty management company Collect AB. From 1999 to 2008 Lars-Johan held the role of President & CEO of Tele2 AB.

His current directorships include INGKA Holding B.V (the Parent company of IKEA); Apoteket AB, the Swedish state owned pharmacy retailer, Arvid Nordquist Handelsaktiebolag and he is a member of the Boards of SAS AB, Egmont International Holding A/S, Elite Hotels (SSRS Holding Aktiebolag) and Seamless, a mobile application provider.

He is also Chairman of BRIS, the Swedish children's rights organisation.

Lars-Johan is passionate about customer service and has made the customer his core focus in all the businesses he has lead.

Topics (Selection):

- Creating Customer Focus
- Organisations
- Regulatory Issues
- Business Transformation
- Leadership
- Customer Happiness