



## **Lena Bjurner**

### **SVP HR & Sustainability Scandic Hotels**

#### **Current SVP HR and Sustainable business Scandic hotels**

- Secured HR processes for a successful IPO including an overall responsibility for Compensation and Benefit and the launch of a long term Incentive program.
- Leading the cultural transformation within Scandic group with tangible engagement results, touching all employees; Developed and launched a new platform with Vision, Mission and Values. Scandic will be a world class Nordic hotel company delivering great hotel experiences for the many people by living our values; Be caring, Be you, Be a pro and Be bold.
- Developed and launched a new standard for what great leadership looks like in Scandic; The Leadership compass. As a leader in Scandic you should Build trust, Inspire, Collaborate and Empower in order to enable all employees to live the values and deliver the best service to our guests.
- Implemented a modern social learning tool including digital learning and internal communication, available in any devices and to all employees. Enabling a learning culture where everyone can meet, share and learn.
- Scandic shall be known for its very high engagement and for having the best leaders.
- Developed and implemented sustainability strategy focusing on Diversity and Inclusion, Health, CO2 emission and Waste .

#### **Additional European/Global responsibilities:**

Permanent:

- Member of, and the HR advisor to, American Express Service Europe Limited AESEL EMEA Board (UK).
- Member of the EMEA Health & Safety Committee.