

# Helene von Reis

Global Leader, Cross-Cultural Expert,  
and Visionary Speaker



## About

---

Helene von Reis is a highly sought-after global executive and keynote speaker, renowned for her deep expertise in navigating the complexities of cultural differences and fostering inclusive leadership in today's interconnected world. With a career marked by impactful leadership roles at IKEA and a passion for bridging cultural divides, Helene empowers organizations to unlock the full potential of their diverse teams and achieve sustainable, purposeful growth. Her journey has taken her across continents and cultures, including significant leadership positions as CEO and CSO at IKEA Japan, VP IKEA US, and Global Manager IKEA Food. In these roles, she spearheaded strategic initiatives, drove business growth, and cultivated high-performing teams, consistently demonstrating her ability to connect with people from diverse backgrounds and build collaborative environments. As CEO/CSO of IKEA Japan, Helene held P&L responsibility for 12 stores, a thriving online business, and a team of over 5,000 employees, navigating the unique challenges and opportunities of the Japanese market. As Global Manager of IKEA Food, she oversaw the global food range across 64 markets, including restaurants, bistros, and IKEA Food Markets, serving over 800,000 customers annually and establishing IKEA Food as a top 10 global restaurant chain. She also formerly served as MD of IKEA Communications AB, where she led the global internal agency and production for all media, including digital and 3D technology development, the iconic IKEA Catalogue, and IKEA.com. Beyond her corporate accomplishments, Helene is actively involved in board and advisory roles, including the UN University Advanced Sustainability Studies in Tokyo, Ledarna - Swedish Managers Association, and Save the Children, where she leverages her expertise to contribute to a more sustainable and equitable future.

## Speaker Highlights

---

**Keynote speaker:** Sustainable brands Tokyo, Womens Forum Singapore, Womens Forum Canada, Climate Reality Leadership Corps, GEA International conference

**Featured in:** Nikkei Business Magazine, NY Times, The Japan Times, Japan Today, Goethe Magazine, Dagens Industri, Plantbased News and more

**Former CEO/CSO IKEA Japan:** P&L responsible for 12 IKEA stores, online business and +5K people

**Former Global Manager IKEA Food:** Global food range 64 markets, restaurants, bistros, IKEA Food Markets, +800K customers annually, top 10 global restaurant chain

**Former Market Manager IKEA Shenzhen China:** P&L responsibility, full size IKEA store, 400 coworkers, double digit growth development, expansion market

**Former MD IKEA Communications AB:** global internal agency & production all media, digital/3D technology development, IKEA Catalogue, IKEA.com

**Former Strategy Lead:** Global Regulatory Affairs Inter IKEA, geopolitics focus, public affairs

**Board Experience:** UN University Advanced Sustainability studies Tokyo, Ledarna - Swedish Managers Association, Save the Children Sweden

**Visionary speaker:** described as authentic, empowering, hopeful, true leadership