



BIO

THE FOUNDER



ROLF LUNDQVIST

Rolf has over 30 years of retail experience and has had leading positions at global and local companies like **IKEA**, **H&M**, **Gap**, **Banana Republic** and **OVVIO**. He is and has always been a true team-builder.

Rolf started at IKEA Germany in 1977 as the Administration Manager for the central warehouse and then advanced within one year to the position of Logistics Manager for the European stores.

In 1983, he took the position as Director of Sales in France during the build-up of the first IKEA store in that country.

In 1984, he became the Director of Establishment in Belgium and 1986 the General Manager for the Italian organization in 1986. He stayed with IKEA until 1991 when he was recruited by an Italian company and was asked to build up a completely new company based on his experience from IKEA.

In 1994, he started his own company in Sweden, Barnslikt. The Barnslikt store sold furnishing for babies and children.

In 2001, he accepted the offer as Strategic and Marketing Director for the Semeraro Group of companies in Italy.

From 2005 to 2008 he was responsible for H&Ms expansion in Italy.

From 2012 to 2013 he was the Expansion Director for Gap and Banana Republic, when the company decided to enter the South European Market.

Thereafter, Rolf took the position as CEO for Ricci Casa a retail chain with furnishing stores in Italy.

In 2015, he founded Creative Concepts which one year later became Mytoz.

Born 1950 in Sweden to a Swedish father and Finnish mother.

THE TEAM



IAN PETRAS

Experienced Digital Marketing Lead with a solid background and the technical ability to make a difference. He has 7 years of digital marketing experience. Ian is experienced in both large and complex online marketing strategies. Creation and implementation globally. He studied at Babes-Bolyai University in Romania and Uppsala University in Sweden. He has worked with **Career Jet** (London), **Name On** (Stockholm) and **Informa** in London, he is currently the CMO of **Picfair** in London.

Born in 1989 Romania.



EDWARD BASSE

Edward Basse has spent his whole career in consumer software and electronics, primarily in the development of hardware-based platforms and user experiences. He has previously managed projects for such companies as **Amazon.com**, **Expedia**, and **Pins Collective**. He has studied at the University of Washington-Seattle, Stanford University, and Stockholm University. He currently lives in Stockholm.

Edward was born 1986 in the Republic of Palau to American/Philippine parents and was raised there and in the Northern Mariana Islands. He has three passports, US, Philippines and Swedish.



GUSTAF LEKHOLM

Gustaf is a Swedish industrial designer.

For the past decade he has been working as a freelance designer developing a wide range of products.

His core focus has always been the aesthetics of products, thriving to create designs that attracts the interest from its observers regardless of its purpose or functionality.

In addition, he has also developed a strong sense of problem solving, including how products function to how they are manufactured.

He holds a master's Degree in fine arts from Konstfack, a University College of Arts Crafts and Design. He also studied two and a half years at various art schools.

Born in Stockholm 1976.



BARBRO LUNDQVIST

Barbro has worked many years for **IKEA** in different countries (Switzerland, Belgium and Italy).

She was a product manager at Barnslikt, **OVVIO** and **Semeraro** and Interior decorator at **IKEA**. At Mytoz she is responsible for the products in the webshop.

Born in Sweden to Danish parents 1951.

THE ADVISORY BOARD



LENNART



ANDREAS



KJELL



THOMAS



JAN

International experience with solid management skills and entrepreneurial spirit.

LENNART DAHLGREN

45 years with **IKEA**. Lennart was responsible as CEO for the establishment of IKEA in Russia and the second highest official in the build-up of IKEA in Europe. Shareholder in Mytoz.

ANDREAS CEDBORG

Head of hardware development in **Spotify** reporting directly to the CEO. He has extensive experience from the telecom sector in several countries. Shareholder in Mytoz.

KJELL EBESTÅL

Worked many years at **IKEA** until he took over his father's family business, which he developed to a success story and sold a couple of years ago. Kjell is a true entrepreneur. Shareholder in Mytoz.

THOMAS RAVELLI

Thomas is one of Sweden's most well-known **football** players and also a sought-after coach and a successful business man. Shareholder in Mytoz.

JAN BOUDRIE

Jan has worked both on the customer side and the agency side of advertising agencies. He owns a **communication agency** and is involved in several start-ups in Stockholm. Shareholder in Mytoz.