
Sofie Lindblom



Sofie's expertise lies in turning complex challenges into concrete plans for organizations to create value and take the lead in their respective industries. During the past ten years she has led over 100 innovation processes in different roles and organizations. Among other things, she was the head of innovation at Spotify during an intense growth period and supported companies like H&M and Electrolux with their innovation strategies. As an entrepreneur, Sofie Lindblom founded and was CEO of ideation360, a digital platform for collecting ideas and turning them into commercial opportunities. In 2020, she embarked on her second startup journey with SPCE, to solve some of the challenges that emerged with working remotely. Sofie Lindblom holds several board positions and is an active investor in the nordic tech ecosystem.

Sofie's motivation comes from the belief that all organizations can be innovative with the right structures and capabilities in place. She has unique experience from having worked with innovation internally as an intrapreneur in large enterprises, entrepreneur in startups, investor, board member and consultant.

Sofie Lindblom has received a number of awards for her work with innovation and change management. For example one of the top 111 most influential women in Business, one of Sweden's Top 100 Talents and one of the top 50 most inspiring women in Technology in Europe. Sofie's passion for innovation has made her a very popular speaker on stages around the world including two TEDx Talks.