

The UT Dallas Jindal School of Management Executive Education students are excited to share our wonderful experience during our 2023 International Study Trip. On Monday, April 17, 2023, we kickstarted the first day of our company visits with Husqvarna Group in Stockholm, Sweden. We are privileged to meet @Henrik Sjostrom, Head of External Communication, @Fredrik Henriksson, Vice President of Corporate Communications, @Nicolas Grilly, Vice President of Group Innovation and @Nathalie Sjöblom at Husqvarna Group Corporate Head Office in Stockholm, Sweden.

Henrik gave an excellent overview of Husqvarna Group's innovative products and solutions for forest, park, and garden management since 1689, highlighting its historic firearms, sewing machines, kitchen equipment, bicycles, chainsaws, robotic lawnmowers, and water solutions. We were amazed at their innovative products, rich history, and company's worldwide presence.

Fredrick presented Husqvarna Group's sustainability initiative, named SUSTAINOVATE, combining innovation and sustainability, and a target for 2025 by reducing the carbon emission in their products by 35%, launching 50 circular innovations, and empowering at least 5 million customers. He also shared their current achievements of 32% carbon emission reduction, launching ten innovations, and 572,000 customers reach (2022) towards their 2025 goals.

Nicolas was looking for innovative ideas to meet their 2025 goals. We collaborated, brainstormed, and presented our ideas to Nicolas and the Husqvarna Team on achieving their 2025 goals, especially circular innovation, impacting 5M customers by 2025. During and after our presentations, we had a highly productive discussion with Nicolas on various opportunities around technology, product performance enhancements through innovation, product buyback programs, educational awareness, community outreach programs, university partnerships, government relations, tax incentives, encouraging people for their sustainable activities through rewards, and measuring the effectiveness of these initiatives towards their 2025 SUSTAINOVATE goals.

It was an excellent opportunity for us to meet Husqvarna Group's leadership team, learn about their innovative products and sustainability initiatives, and present and discuss our ideas for achieving their sustainability goals. In the end, Nicolas thanked us for our thoughts, presentations, and productive discussions. Thanks to @Aaron Galloway for the traditional Texas Cowboy Hats he shared with them!

#UTD #UTDJSOM #ExecutiveMBA #GLEMBA #HusqvarnaGroup