

Social Business Innovation

LEADERLAB

25.11 2010

Meet Conny Kalcher,
VP for Consumer
Experience in LEGO



ENGAGING CONSUMERS

Conny Kalcher, Vice President
Consumer Experience, LEGO



Conny Kalcher will share insights on how LEGO engage consumers globally. What can be achieved by opening up the dialogue with consumers and engage in co-creation with lead users? How do you measure engagement? And what are the challenges in inviting customers and lead-user to play with your brand?

Conny Kalcher is global leader of Consumer Experiences, ensuring that the company constantly improves the understanding of the LEGO consumer and uses insights to create even better experiences for all LEGO fans.

Conny Kalcher joined LEGO in 1985, and has held key management positions in departments ranging from toys and software to publishing, theme parks, and innovation and marketing.