

Lisbeth Svengren Holm

Lisbeth Svengren Holm wrote her dissertation in business in 1995, and has been researching design management, specifically the integration of design in a company's strategic operations, conditions for design to be used as a resource for strategic development; which in this case means strengthening innovative abilities and simultaneously communicating it to the market. That means integration of the methods and thinking from the design process into product development as well as market communication.

The interaction between disciplines, e.g. technical, economical (especially marketing) and design disciplines has been of special interest, along with how management at a company creates conditions for interplay rather than territorial thinking. Lisbeth Svengren Holm used to work at the University of Stockholm, School of Business, conducting projects where marketing students at the university cooperated with students from the University College of Arts, Crafts and Design and the KTH Royal Institute of Technology. Between 2007 and 2009 she was the head of SVID, The Foundation for Swedish Industrial Design, research section.