

# Marta Tantos Aranda

Passionate innovation leader

## Profile

Building an international career continuously delivering new innovations. For the past 25 years at The LEGO Group, taking up various global leadership roles. Starting in the headquarter in Denmark designing new products and managing the internalization and professionalization of the design team.

Later, moving to Barcelona with the task of establishing a design satellite, to bring in knowledge of local markets to strengthen and widen the product portfolio. Developing and implementing user centric research practices to deliver new play concepts. Responsible for the management of the annual innovation week for internal and external innovators. To accelerate the growth in the largest LEGO market, next step was Munich. Leadership role increased and included the management of satellites in Munich, Tokyo and Los Angeles. Responsible for cross continental team collaboration and transfer of insights and concepts to drive radical innovation.

Following several years abroad, returning to Denmark to set up and lead a new innovation team close to the core business, fueling the growth in the newly established girls' market. Recent responsibilities were being part of a newly formed leadership team managing the front-end innovation engine for LEGO. This involved leading the biggest innovation change in the company and delivering innovation to help the company return to high growth from 2018 and onwards. Over the years managing value creation through collaboration with external partners like Nike, Adidas, IDEO and ReD Associates.

Feeling proud of having played a key role driving fundamental corporate and product innovations. Being a female engineer and designer, I had 2 personal stretched goals which both delivered: LEGO to reach girls and having a diverse and global design team.

## Core Competences

### Leadership

- Helping people and teams grow professionally and personally to deliver better results
- Helping insights and ideas grow into real and valuable propositions to drive the business
- Experimenting with radical leadership to provoke change needed to achieve higher goals

### Teams and Culture

- Leadership, coordination, and coaching of global teams
- Energizing people to increase quality and performance without burnouts
- Recruiting and building creative teams
- Culture and change management
- Diversity & Inclusion focus in global teams

### Innovation

- Pushing boundaries to the edge of what is possible and while making sense to the consumer and the business
- Innovation processes and agile implementation models
- End to end focus from front-end innovation to portfolio implementation
- Innovation workshops facilitation
- Internal teams and external partner collaborations

### Product development

- Development of relevant and valuable experiences worth paying for
- User and consumer focus, state of the art research and insight methodologies

- Deep knowledge about children and family's needs, wants and behaviors.
- Premium brands, product, and experience design
- Setting and managing creative direction for development teams, marketers, and sales force.

## Work experience



### Innovation Consultant, Founder

Marsenda Innovation  
2022-

Co-founding Marsenda Innovation to leverage 25 years of experience managing and leading innovation activities in projects with companies, universities, NGOs and institutions.



### Investor, Founder

Alfa Holding  
2018-

Managing private investments.



### Senior Innovation Director

LEGO, Creative Play Lab, Billund, Denmark  
2018-2021

#### ***The Innovation leadership revolution***

Creative Play Lab is the main front-end innovation engine for LEGO delivering big product, marketing and business innovation to strengthen the business of today, as well as, creating transformational new play and business models that can be explored and scaled to drive the business of tomorrow.

Head of design innovation team with 40+ members across 3 continents. Leading and coaching the team through a period of rough and radical changes to step up and get everyone to be leaders. Have led, inspired, challenged and enabled the teams to design and launch radical new products targeted different audiences e.g. LEGO Hidden Side, LEGO DOTS, LEGO Art, Forma, LEGO SUPER MARIO and more in pipeline for 2022 and future years (and even more amazing stuff that didn't make it, but that we still love). Besides the product focus having inspired and enabled others to introduce new design and innovation disciplines across several functional areas. Actively working with Diversity and Inclusion across the company. This and more has been critical to return LEGO to high growth from flat between 2015-2018.

### Senior Director

LEGO, Product Group, Billund, Denmark.  
2014-2018

***Building the front-end innovation team closer to core business***  
***Leading the team to enter next growth phase with a new play proposition for girls***

Leading change and the development of new themes and play LEGO Elves, LEGO Friends, Super Hero girls with Warner Bros among others. Test out and implementation of new tools and methods for research and development. Building new development team, growing the innovative culture. Focus on front end integration into the big production machine.

### **Senior Concept Manager**

LEGO, Concept Lab Munich, Germany  
2009-2014

***Creating insights and concepts to drive new products in the biggest LEGO market  
Leadership team member***

Reinforcing the implementation of global consumer centric research and development. Building and creating innovation events. Seeding and developing successful LEGO experiences LEGO Friends, Mixels with Cartoon Network. Managing global teams and projects in Japan, USA, Germany, Spain, Denmark.

### **Concept Manager**

LEGO Concept Lab, Barcelona, Spain  
2005-2009

***Setting up and leading a new design satellite  
Implementing global consumer centric research and development***

Innovation events and collaboration driver with external consultancies IDEO, What if?!, ReD, and others. Seeding LEGO successful experiences like LEGO Friends, Minifigures collectibles and Next step in Play Themes. Managing global teams and projects in Japan, USA, Germany, Spain, Denmark.

### **Industrial Designer and Design Manager**

LEGO R&D Billund, Denmark  
1996-2005

***Designing and development of new LEGO products  
Professionalizing and internationalizing the LEGO design team from 5 nationalities to 30 today***

Design Manager, front End team global expansion in Singapore, implementation of innovation processes.



#### **Trainee at production engineering office**

H.J.Hansen, Odense, Denmark  
1995



#### **Trainee as chemical engineer**

Rohm & Haas, Tudela, Spain  
1994



#### **Children Summer camp instructor**

Government of Navarre, Spain  
1990-1991

## Education



ITA Instituto Tecnológico de Aragón  
Industrial Design Postgraduate, 1994-1995.



University of Southern Denmark Undergraduate  
Thesis, 1994-1994.



Universidad Zaragoza  
University of Zaragoza, Spain  
B.Sc. Industrial Engineering (Chemistry), 1990-1994.

## Languages

Spanish: native

English: full professional

Danish: full professional

German: elementary

## Other

- 2021- Attendance and personal interest in RCA Design Age Institute activities, London, UK.
- 2018-2021 Designudvalget member, Dansk Industri (on behalf of The LEGO Group)
- 2007 Implementation of Global Robotics Competition First LEGO® League in Spain, as volunteer with Scientia Foundation (becoming the biggest in Europe).
- 1997 - Speaker at several design and innovation congresses in France, US, Spain, Norway and more.

## Private

Spanish citizenship, currently living in Madrid with my husband Martin. Gets inspiration from art, architecture, design and meeting different people. Loves cars and great food. Latest challenge, learning to play golf. My motto is “Bringing color to the world”.

## References

Upon request