

Lasse Wrennmark

Managing Director and Senior Fellow
of the Oxford Leadership Academy, Sweden



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“Lasse is a very professional, yet personal, consultant. He has always been very sensitive to me as a person or to members of a group. He shares his personal experiences in a balanced and generous way. The OLA structure is always very present in Lasse’s work. I have the greatest confidence in him and would recommend him to anyone.

Anna Serner,
CEO, TU (Swedish Media Association), Stockholm

Lasse Wrennmark is Managing Director of Oxford Leadership Academy Sweden. He is a Senior Fellow and member of the Academy’s international Supervisory Board, and principal Accredited Trainer in the flagship Self-Managing Leadership™ and the Oxford Leadership Development Programmes.

Lasse is a specialized consultant in culture change, leadership development, teambuilding and executive coaching. His current activities include major culture change programmes with Akzo Nobel, Telefónica and SEB Bank.

In his consulting work, Lasse draws on his personal and practical experience of leading his own companies through upturns and downturns over two decades. He relates effectively to leadership styles and needs in turbulent times.

Leadership projects:

Royal Sun Alliance/Trygg Hansa: Lasse devised and runs a bespoke coach-the-coach programme for Royal Sun Alliance’s 150 senior leaders.

TU (Swedish Newspaper Publishers’ Association): After an initial Self-Managing Leadership™ programme with the executive team Lasse is working with the group’s new CEO on a Strategic Focusing and Culture Change Programme. He is facilitating the strategy of refocusing on core print activities while incorporating new media offerings during a period of major change.

Karolinska University Hospital: Lasse personally coaches medical Professors in the hospital’s IVF research department.

IKEA: Leadership training for Head Office project managers

Lasse also runs leadership and executive development projects with **Volkswagen, Scania, Sandvik Sweden, SEB and KP Pension**

Professional Experience:

Head of Marketing, Sportresor (Travel agency in Sweden).

1990: Founder and CEO for Aventyrkontoret AB, the first outdoor training company in Sweden.

2000: Founder and CEO of Stockholm Human Centre, a cluster of companies and researchers with a focus on human development.

Lasse has followed studies in behavioural science, leadership and team development at the National Defense College of Sweden and holds a Diploma in Group Development and Leadership.

He is a graduate of the Future Unlimited Company Coaching training program.

Since 2005, Lasse has been a full time consultant for Oxford Leadership Academy.