
EXECUTIVE PROFILE



Lasse Wrennmark

PARTNER

“Immediate trust was built among participants and course leaders. Total lack of prestige/competition caused very fruitful discussions.”

Per-Anders Cleve

Project Leader, Group Strategic Planning
SEB, Sweden

“Excellent insights; wonderful stories and examples. Wisdom; powerful storyteller; true; open to share honestly; straight to the point. Interesting and inspiring stories about himself and personal experience make his presentation very helpful and real to the participants. Outstanding. I have never seen such a broad range of facilitation/acting/story telling before. Excellent, very deep and at the same time full of humour. A great speaker.”

John Williams

General Manager
Pacific Power, Australia

Lasse is a Partner of Oxford Leadership. Lasse is one of Oxford Leadership's most experienced facilitators of the Self Managing Leadership® programme. He is a Specialised Consultant in Culture Change, Leadership Development, Teambuilding and Executive Coaching. His current activities include Major Culture Change Programmes with AkzoNobel, Telefónica, Roxtec, Mapfre, BASF and SEB Bank. Lasse is based in Sweden.

Lasse is also Head of Leadership Training for Oxford Leadership, globally working with our international Partners and Trainers to ensure consistency and quality throughout the world. He is also the designer of our train-the-trainer programme for SML® and is its principal accredited trainer.

In 2008 Lasse was appointed Lead Facilitator of the Leading Self programme at the Universitas Telefonica and has delivered to around 1,000 leaders within Telefónica since then. In 2011 he began working as the Lead Facilitator of BASF's International Management Programme (module I). He has also run a number of Leaders Journeys for AkzoNobel in locations from Portugal to Australia, as well as train-the-trainer programmes for AkzoNobel staff as part of the major transformation programme and journey cascade.

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.



Lasse is an appreciated keynote speaker in the field of leadership and change. His ability to engage an audience with his authentic style and story-telling ability has led him to speak around the world including with and for the Mexican government and top leaders in the Attorney General Office.

Lasse has devised a number of Transformation and Culture Change Projects, Strategy & Refocusing Workshops, Coach the Coach programmes to clients including Royal Sun Alliance/Trygg Hansa, TU, Karolinska University Hospital, Swedish Film Industry, IKEA, Volkswagen, Scania, Sandvik Sweden, SEB and KP Pension.

Lasse works in Swedish and English.