



Sara Alsén, Chief Purpose Officer, Blueair

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Blueair appoints Sara Alsén Chief Purpose Officer

Stockholm, 20 August 2018: Blueair, a world leader in air purification solutions, strengthens its sustainable business focus by appointing Sara Alsén Chief Purpose Officer. Sara will report to CEO Henk in 't Hof and be a part of the Blueair global leadership team. She will be based at Blueair headquarters in Stockholm.

“Blueair’s purpose of improving the health and well-being of everyone is deeply embedded in our DNA. In fact, it is the very reason we exist. The appointment of a Chief Purpose Officer emphasizes our commitment to embed sustainable business principles at leadership level and connect

purpose to business strategy to drive measurable results” said Henk in ’t Hof, CEO, Blueair.

Sara Alsén has been working with Blueair since end 2015 as a consultant, and since October 2017, as Director of Communications and Sustainable Business. As such she has launched the Blueair Sustainable Living Plan with concrete targets on how to improve the health and well-being of 50 million people while reducing product energy use by 50% and securing a gender-balanced organization with 50% women in leadership. Sara is also behind the Blueair CSR-program Clean air for children which to date has given clean air to 20.000 children in China, India, Korea and the US.

“Organizations that pursue profit above all else fail”, said Sara Alsén, Chief Purpose Officer at Blueair. “Today’s consumers want to buy from sustainable brands that have a positive societal impact, and future leaders rate values and purpose higher than salary and financial packages. By aligning the values of our consumers, our teams and our business objectives, Blueair has successfully delivered lasting and measurable positive impact beyond profit. I’m proud to be given the mandate to ensure that Blueair will continue to play a role in the broader economic, societal and environmental context” added Alsén.

Blueair is part of the Unilever family which last year reported that its purposeful brands grew 50% faster than the rest of the business.

Blueair is a world leading producer of air purification solutions for home and professional use. Founded in Sweden, Blueair delivers innovative, best-in-class, energy efficient products and services sold in over 60 countries around the world. Blueair is part of the Unilever family of brands.

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