



*“The company has been running for the past 6 years, bringing **innovation to the market** and shaping itself as the **Scandinavian hub for Productization**.*

*We work with **durable goods** and industrial processes.*

*I operate **globally**, here’s [clients and partners](#), small and big, start-ups and established, home and abroad.*

*Arrigucci of Sweden **invested** all EBIT into innovation driven companies in the Öresund Region, 3 of which are now listed. I am an investor.*

[Cross-pollination](#) is the base of the growth of the business.

*I work in **network**, no hiring. I take care of people and use my leadership to attract and retain professionals working with me, so our third party partners will have to pay nothing towards **no fixed costs**.*

I collaborate only with those who do not depend upon me for their living and have their pipeline of work ongoing.

*My product development/innovation management style is based on **no-nonsense** approach, **complete personalisation** of the service and keeping a **low profile**.*

***Sustainability** is embedded in our decision making.*

I actively work with 5, 8, 10 and 12 [global goals](#).

I have a [core offer](#) .

*Also, I have fully developed but more niche products/services, **innovation within innovation management**, one can say.”*

“Always looking for win-win deals.” LuciA A





Lucia Arrigucci



Since 2015 Lucia Arrigucci is running [Arrigucci of Sweden AB](#), working with Innovation and sustainability.

Lucia's core competence is **Productization**, supporting start-ups, scale-ups and established firms to make an idea, a service or an item into a product that can be sold. Surrounded only by good competence in key fields Lucia likes creating growth throughout sustainable products that meet a real need. No-nonsense approach guaranteed.

Innovation and growth is the red thread across Lucia's working life.

2001 First **start-up**, Legnidoro Design, based on an Innovation of a process to impregnate wood in partnership with [Henkel Loctite](#).

2003 **Marketing Communications Manager** in a 24/7 retail operation counting 700 people workforce. **Internal and External Communications Coach** for all the Marketing Managers across [UK](#).

2007 - 2011 **Global Product Owner** in IKEA for two different business areas, first white goods then kitchen and dining and restaurant furniture.

Development, improvement and launches of dozens of products, managing turnovers in the hundreds of millions €.

Lived in 4 European countries.

Business Mentor at the [University of Lund](#).

Core Team

Arrigucci of Sweden AB business model is to work on a network. This allows the agility needed to meet the demand for complete tailoring and top quality of our services for current and future clients and partners and no fixed costs.

The network is global, so our clients and partners can have a local approach. Meet the core team.



Reverse Innovation Branding



Eliseo Pausa Industrial Design



GreenGap Sweden Sustainability



Vincent van der Pas Photography



Linda Ranalli Videomaking



Will Gray Knowledge Management



Norah Ngoc Vo Digital Performance and Data Analysis

