

Lennart Bjurström joins the Purple IVY team

Purple IVY is strengthening its team of sustainability experts with the addition of Lennart Bjurström, a long-standing voice in the corporate sustainability agenda.



Purple IVY welcomes Lennart Bjurström to its team of consultants. With his experience as a manager, educator, auditor, consultant and executive coach, he makes change happen and engages others in the process. His expertise lies especially in the food and beverage sector which is key to realizing the Sustainable Development Goals.

“With his 30 years of experience in corporate sustainability, Lennart has the big-picture view,” says Eva Normell, one of the founders of Purple IVY. “Working with some of Scandinavia’s sustainability leaders as well as entrepreneur-led disruptors has given him insight into how to develop an approach for lasting impact. It’s a perfect fit for Purple IVY.”

Lennart has played a central role in the Food for Progress team. Food for Progress successfully launched the Oumph! brand, the plant-based protein popular across Europe. He will continue as FFP’s Sustainability Manager on a consultancy basis. He has been instrumental in founding Plant Based Sweden, an industry-wide organization designed to influence public policy on plant-based food. He also sits on its board.

“My aim is to make an impact and help companies transform, especially those in the food sector,” Bjurström comments. “Purple IVY’s future-focus and understanding of how companies are a force for good will help me deliver on this. And working in a team with a shared mindset – that understands the importance of long-term thinking and short-term action – makes Purple IVY a natural home for me.”

About Purple IVY

Purple IVY is a Stockholm-based consultancy that helps companies to future-proof their business models. With a 360-degree understanding of what’s most relevant to equip companies for the future, Purple IVY leverages sustainability know-how, management system, communications and impact expertise to integrate sustainability priorities deeper into the business.

