

Minna Piegay Rundgren

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- I have several years of category leadership experience in apparel design and contributing within R&D projects while working for the leading sports companies – Salomon and Nike.
- I am a diverse design driven professional with master's degrees from both International Design Business Management and Apparel Design. Most recently, I am undertaking training within Sustainable Fashion Management.
- I have great passion for sports and outdoors based on my competitive athletic background in Nordic skiing. Professionally I am eager to be involved in solving real problems through creative thinking, to be contributing for human well-being through design, and to learn from others.

Sr. Product Designer Sports Apparel - Salomon, France 2008 - 2022

- Designing across all sports categories M/W at Salomon including diverse SKI (on-piste, all mountain), athletic OUTDOOR, versatile MULTISPORTS, demanding ENDURANCE SPORTS (run and Nordic skiing) and urban inspired SPORTSWEAR.
- Re-defining on-piste and all mountain offer for men by diversifying and creating more versatile products while maintaining Salomon ski identity to be unique yet highly technical since FW21-22 season.
- Contributing to a cross-category (ski-shoe-apparel) project called "INDEX" to create a concept for women who love outdoors.
- Collaborating with the R&D and world leading athletes, such as Kilian Jornet, Anna Frost and Nicola Vuignier, to push multiple innovation projects coupled with a user-centric approach.
- Leading the women's initiative for the ski category proposing selective collection for ski slopes and urban winter wear usage.
- Co-creating new global Salomon design DNA projects.
- Driving and creating tools that improve product creation processes such as detail books, technical design packs etc.
- Contribution in over 40% increase in sales for the endurance category during the global economic regression.
- I was on an elected sabbatical (11 months) to conduct Design Business Management studies at Aalto University.

Design Lecturer - Aalto University, Finland 2012 - 2013

- Leading the sports design course while utilizing my industrial expertise to inspire future professionals.

Product Designer Sports Apparel – Nike EHQ, the Netherlands 2006 - 2008

- Joining in a desired Nike Management Development Program (MDP consisted over 600 candidates) while still being an MA student. MDP included collaborative projects within the Global Advanced Innovation Team and prepared me to work crossfunctionally in a global framework.
- Designing global tennis collections from 'best in class' basics to pinnacle pieces for Serena Williams and other world leading players.
- Designing tennis collections reaching over five million units/USD93 million turnovers annually.
- Learning corporate culture and product creation as well as reinforcing my design capabilities through demanding commercial projects were major achievements for me.

Designer Assistant Outdoors Apparel - Halti, Finland 2006

- While working for the Finnish market leading brands in outdoors, Halti and Raiski, I gained a unique experience in product and details design as well as development processes. I learned commercial and technical design skills.

Freelance Designer, Finland 2004 - 2006

- While accomplishing my MA studies I managed various research and design projects including technical outdoors wear, work wear, magazine illustration and B2B projects for different clients.
- I designed a collection made of used garments and textiles. The collection was sold in Mymmäälä2, Helsinki.

"The more we see people in terms of their unseen potential, the more we can use our imagination rather than our memory."
–Steven Covey CV – Minna Piegay Rundgren, January 2022

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Education

Certificate of Advanced Studies in Sustainable Fashion Management – Sustainability Management School Switzerland 2022 –

- Designing Sustainable Fashion
- Developing Sustainable Business models in the Luxury Sector
- Sustainable Innovation: Energy, Water & Materials

Master's degree in the International Design Business Management - Aalto University, Finland / Grenoble Business School France (ERASMUS) 2012 – 2015

- Joining valued Business Week's internationally top listed management program (IDBM) to perform the studies across the areas of business, design and technology.
- Learning about the innovation/design thinking, business modeling, co-creation through diverse and distinctive business projects for i.e. Stora Enso and Wärtsilä.
- My thesis "Underestimated Women: Connecting designers with consumers' self and Exploring Women Amongst Sports" was inspired by my professional observations and experiences coupled with an extensive research.

Master of Arts degree in the School of Fashion and Clothing Design - University Of Art and Design Helsinki (currently Aalto University), Finland 2004 – 2007

- I dedicated my studies within functional and sportswear design as well as future research methods.
- Coordinating and managing a student team exhibiting in a Danish fashion fair.
- My degree project consisted in-depth research and clothing design concept for fitness runners, which I successfully accomplished while working full-time at Nike.

BA (hons) degree in School of Fashion, Promotion & Communication - Nottingham Trent University, Great Britain 2001 – 2003

- I studied fashion design, communication, buying and merchandising.

Professional Training and Conferences

- CLO 3D training, France 2020
- Project Management training, France 2019
- BeHave COMPASS® training, France 2018
- Adobe Illustrator training, France 2016
- Leadership Training for Managers – Dale Carnegie, Netherlands 2011
- Nike MyGame program, Netherlands 2007-2008
- Dale Carnegie course – Dale Carnegie, Netherlands 2008

Awards

- Winner of the Lindström Award – International Design Competition, Finland 2006
A diverse work wear collection for the Sodexo employees co-created by two other designers.

Relevant Professional Experience

- Mentor - Aalto University, Finland 2006, 2012-2013
- Service Engineer - Skanska, Finland 2004-2006 o Teacher - Art School Sanataidekoulu, Finland 2003
- Fashion Editor Assistant – Cosmopolitan and Anna Magazines, Finland 2002-2003

Relevant Skills & Interests

- Languages: Finnish (native), English (fluent), French (intermediate), Swedish (beginner)
- IT: Adobe, Clo3D
- Sports: skiing (cross/back country/alpine), biking (road/mountain), climbing, running, pilates, wind-surfing.. Being with my family and friends as well as cooking, reading and exploring the world near and far when possible.

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