

Conny Kalcher, LEGO

Conny Kalcher is currently Vice President Consumer Experiences at LEGO Company.

Conny joined the LEGO Company in 1985 as Product Manager for Fiction and Publishing.

Since then she has held various key management positions in departments ranging from toys and software to publishing, theme parks, and innovation and marketing.

Based in the UK, Conny was recently appointed global leader of Consumer Experiences. The department was created to ensure that the LEGO Company constantly improves the understanding of the LEGO consumer and uses insights to create even better consumer experiences – for all LEGO fans no matter whether they are a first time buyer, a loyal LEGO Club member or an adult fan.

Before this role, Conny was Vice President – People, Culture and Corporate Communications, orchestrating the turnaround of HR strategy in cooperation with the LEGO board and Vice President for the Global Marketing and Innovation department.

In this role she was a Portal Head for the Play Themes division responsible for lines including LEGO City, Harry Potter, Spiderman and Star Wars.

Prior to this role, Conny was head of LEGO Media, the company's former TV and Film division, which she founded in 1999.

Under her leadership, the department developed, created and produced its first two successful projects, including the BBC's Little Robots, and of course, BIONICLE: MASK OF LIGHT.