

# Follow your dreams with an MBA at SSE

Pernilla Rönnerberg found the inspiration to start Estelle & Thild, the leading organic skincare brand in Sweden, during her EMBA at the Stockholm School of Economics. We find out how...

**P**ernilla Rönnerberg had a successful career in advertising and helped to launch and develop many strong consumer brands. But the idea of starting her own company was always there. After working as CEO at a cosmetics company, she had her first child, and while trying to find good skincare products for her baby, she realised that there was a gap in the market for sustainable organic skin care.

## A boost at the right time

During that period, Ms Rönnerberg also started her Executive MBA at Stockholm School of Economics (SSE) with a focus on business innovation. Getting an MBA was part of her long-term plan, and for someone living in Stockholm with small children, SSE was the natural choice.

“One part of the programme was to create a business plan. With my background in branding and cosmetics, I realised that my idea of organic skincare was worth exploring. I also received great encouragement from a guest lecturer from Stanford during the MBA, which further strengthened my resolution to start,” says Ms Rönnerberg.

## Estelle & Thild

Estelle & Thild is named after Ms Rönnerberg's daughters Estelle and Mathilde. The company offers a full range of organic skincare with certified ecological production along with sustainable packaging and distribution. The company is the first Swedish certified organic beauty and skincare brand to become a market leader. It's growing fast thanks to a clear vision,



an attractive product range and the right partnerships with strong international retail brands like Sephora in France and Asia.

Ms Rönnerberg describes how SSE gave her the tools to get started: “The great thing about the SSE MBA was the combination of new knowledge, deep insights and a great inspirational boost. At the end of the day, the one thing that stands in the way of any venture is the belief that you can't do it. And I really feel that SSE is a great environment for getting things going.”

## Study while you work, and work while you study

SSE is a European leader in education and research. The Executive MBA enables participants to continue working while earning their degree and to apply their learning on real life cases (in their organisations). The participants represent a broad range of industries, bringing diverse perspectives into the classroom.

An MBA at SSE is an intense learning experience, preparing the participants to build, lead and develop organisations. It creates a solid foundation for taking on broader responsibilities more efficiently with sharper analytical skills and deeper financial understanding.

“The experience at SSE made me realise that there's no better time to start something than right now,” says Ms Rönnerberg.

## Further information

[www.hhs.se/mba](http://www.hhs.se/mba)