

Lena Dixen

Senior Vice President,
The LEGO Group



Lena Dixen is Senior Vice President at the LEGO Group where she heads up one of the two global Product Groups and leads a 200-strong team spanning Portfolio Strategy, Licensing, Product Design, Global Marketing and Project Management.

Since 2017 Lena has been heading up business, product and marketing development for 50% of the LEGO® product portfolio for a number of LEGO themes including, but not limited to, LEGO DUPLO, LEGO Friends, LEGO Technic and LEGO DOTS.

Lena joined the LEGO Group in 2002. Prior to joining, Lena held various marketing roles in Bang & Olufsen over a period of 10 years – five of which she worked out of Brussels in the international marketing headquarters. Lena holds a Master of Arts in Business Communication & Public Relations from the European University in Brussels.

Lena resides in Denmark with her husband and their four children.

