

IN THE SPOTLIGHT



Helena Hedblom, CEO of Epiroc & Liv Gorosch, Senior Partner at Navigio

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In Navigio's *"In the Spotlight"* series, we offer exclusive insight into the strategies of Sweden's most influential leaders as they navigate the intersections of culture, innovation, and sustainability. In this edition, we feature Helena Hedblom, CEO of Epiroc, a global leader in technology and mining.

Driven by a passion for innovation and inclusive leadership, Helena reflects on the power of courage, transparency, and adaptability in driving meaningful change. She also shares why even legacy companies need a start-up mindset to stay ahead.

What principles do you consider most critical when building a strong and sustainable corporate culture?

Helena identifies three core principles that she believes are essential to cultivating an innovative and resilient corporate culture: openness, diversity, and agility.

She describes an environment where transparency, courage, and creativity are encouraged—an environment in which the willingness to experiment and learn from failure takes precedence over an unyielding pursuit of perfection.

"Our vision is 'Dare to think new,' and this philosophy must permeate every aspect of the organisation. We cannot afford to be paralysed by the fear of making mistakes."

As a global leader in its field, Epiroc places a significant emphasis on diversity, encompassing gender, age, background, and experience. Helena sees diversity as not just a moral imperative, but also a vital competitive advantage. Alongside this, she underscores the need for agility in decision-making to drive success in an ever-evolving global landscape.

"While our roots trace back to 1873, we approach our work with the energy and adaptability of a start-up. We must avoid the trap of unnecessary internal bureaucracy."

What's the best piece of advice you've ever received, and how has it shaped you?

Helena reflects on a simple yet powerful piece of advice that has shaped her both in times of success and adversity: always be honest.

"Be honest with yourself and others. It's a principle that grants peace of mind, no matter how demanding the day may be."

How does Epiroc foster a more diverse and inclusive work environment?

Epiroc has set ambitious sustainability goals, with diversity at the core of its strategy. One key objective is to double the proportion of women in operational roles by 2030, and the company is already making significant strides towards achieving this target.

"We have an Inclusion & Diversity Board, which I personally chair. This clearly signals that these issues are a strategic priority for the entire organisation."

Helena elaborates on Epiroc's commitment to driving meaningful change. The company is engaged in initiatives that range from local efforts, such as technical training for women in India, to global policies supporting parental leave.

"These initiatives not only make us more attractive to a younger, more diverse workforce but also help foster a corporate culture that is both inclusive and supportive."



Helena Hedblom, CEO of Epiroc

What challenges and opportunities do you see within your industry over the next few years, and how are you preparing to maintain a competitive edge?

The mining industry stands at the precipice of a technological revolution. Helena highlights three key areas—automation, digitalisation, and electrification—that she believes will be crucial in shaping a more sustainable, safe, and efficient future.

"The technologies we are deploying today are already delivering measurable results: reduced emissions, improved safety, and increased profitability."

One of the greatest challenges facing the industry is the ability to attract and retain top talent. However, Helena views this as an opportunity for Epiroc to distinguish itself as an employer of choice—especially by demonstrating how cutting-edge technology can help solve the world's most pressing climate and societal challenges.

How do you unwind and recharge outside of work?

When it's time to recharge, Helena turns to physical movement, rhythm, and presence.

"I am passionate about dance, yoga, and fitness. These activities are my personal retreat. I immerse myself fully and always come away with renewed energy."