

Organisation

Family owned company

The LEGO Group is today owned by the third and fourth generations of the Kirk Kristiansen founding family: Kjeld Kirk Kristiansen and his three children. Kjeld Kirk Kristiansen was appointed President and CEO of the LEGO Group in 1979. In 2004, Jørgen Vig Knudstorp succeeded Kjeld Kirk Kristiansen as President and CEO of the LEGO Group.

The wheel

Four strategic business areas are represented in the Management Board today: Operations, Market Management and Development, Product and Marketing Development, and Business Enabling.

Learn more about the LEGO Group organisation at www.LEGO.com/aboutus

