

In conversation with...



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Where were you born and where did you spend your early years?

I'm a seventies child born and raised in Helsinki, Finland. As the only child to entrepreneurs in the diving industry, I had the pleasure of dividing my time between school, make-believe-play and accompanying my parents on travels near and far. Jumping into different shop, dive school or factory duties was a natural part of life as my parents' business was an extension of the family and vice versa.

What did you want to be growing up?

Early on, I dreamt of becoming a veterinarian and specifically working with marine mammals. That ambition evolved into a side career as a dive instructor. A diplomatic career was also in my consideration, heavily influenced by UN profiles like Dag Hammarskjöld and Martti Ahtisaari, and perhaps with a slight dose of Ian Fleming romanticism.

Education – where did you go, what subjects did you choose and why?

My early school years were at The English School of Helsinki, followed by an IB diploma. I focused on biology and history, still clinging to the idea of either becoming a veterinarian or pursuing political sciences toward a diplomatic career. When it came time to choose a university, I was pragmatic and opted for economics for its versatility.

What was your path to higher education?

My IB biology teacher, whom I greatly admired, recommended Lund University. I've never regretted following her advice. I started with Business Economics and later completed a second degree in Human Resource Management with a focus on Work Psychology. The combination of analysing human

behaviour and decision-making in a business context was likely a natural evolution from growing up in a family business.

Where and when was your first job, and what did you like about it and what did you not?

I held several jobs during my educational years, but my first long-term contract was with Axis Communications in Lund. I learned a lot and did a lot—it laid the foundation for my understanding of customer relations, sales and marketing and product development.

I was at Axis Communications for 13 years. It gradually started to dawn on me that, just as Lund as a city is already somewhat of a bubble, that was also culturally true of Axis. It was unfathomable to be an Axian and imagine a career elsewhere. So eventually a company culture I loved was one I wanted to break free of.

How has career mapping led to where you are now?

My career has never followed a straight line—it's been more of a seeking of meaningfulness and purpose. At Axis Communications, I had the opportunity to get immersed not only in IP-technology; but also global relations, innovation, and the sometimes overlooked yet pivotal role of quality assurance. It was a formative experience that gave me a holistic view of how to meet user needs with technology and how culture shapes business.

From there, I transitioned from market development in IP-video surveillance to the world of chemicals, and eventually into synthetic base fluids and immersion cooling fluids. It's not a conventional

path, but each step has been driven by a desire to challenge norms and create meaningful impact. I've always gravitated toward roles that allow me to connect business strategy with human insight, where innovation bridges what we believed was not possible and to work in environments where progress is not only measured in numbers but in the quality of relationships and in the long-term outcomes.

Today, in my role within sustainable lubricants, I see my career not just as a function but as a platform: to influence, to connect, and to contribute – together with peers - to a more sustainable and inclusive future. Community has played a pivotal role throughout. Whether through professional networks, voluntary work, or internal teams, I've found that collaboration and shared values are the true accelerators of innovation.

Are you a lifer? If yes, how do you see your career panning out over the next 20/30/40 years?

If things become too customary and there's no dynamic with both the highs and the lows, then I'm not a lifer. However, as the industry stands today, I can see myself staying for the next 20 years. That said, never say never. I'm open to evolving into new roles and take on new paths if the right opportunity arises.

How has the industry changed since you started?

When I started in the industry, the discussions on sustainability were still being developed. However, I recognise all the important groundwork laid by many industry veterans, including my manager Valentina Serra-Holm, which now manifest especially in the pace at which sustainability efforts have accelerated. There's a growing awareness and urgency that wasn't as prominent when I started.

What do you like about the industry? And what would you change if you could?

I appreciate the collaborative spirit and the deep technical expertise that defines the lubricants industry. There's a genuine drive to innovate sustainably, and I find that incredibly motivating. If I could change one thing, it would be to accelerate the pace of collaboration both along the value chain as well as cross-sector collaboration especially between academia, startups, and established players to bring fresh perspectives and faster progress on sustainability goals.

What challenges do you think the industry faces, both in your role and as a whole?

From my perspective, the biggest challenge is balancing performance with sustainability. As a Business Development Director in sustainable lubricants, I see firsthand how regulatory pressures, customer expectations, and environmental goals are reshaping the landscape. The industry must continue to invest in R&D and embrace transparency to meet these demands. Internally, the challenge is also about talent: attracting and retaining people who are passionate about both technology and sustainability.

Where do you like to holiday?

My current dream holiday is to hire a butler to have at home for two weeks in a row. But if I had to pick a destination, I'd say Scotland or a quiet retreat in the Finnish archipelago, places where nature and genuine culture meet.

What is your perfect weekend?

My perfect weekend would be with my family or friends in Copenhagen starting with brunch and followed by shopping vintage. And then a long walk-in nature, with the dog of course.

If you could meet anyone famous (dead or alive) who would that be and why?

This is a long list starting with Queen Elizabeth II, Julie Andrews, Hedy Lamarr... But if it were possible, I'd like to meet Sophie Brahe, sister of the astronomy pioneer Tycho Brahe, to find out what her true role was in developing early astronomy equipment, calculations, and discoveries that laid the foundation for modern astronomy. And to discuss horticulture, chemistry and medicine with her from the 16th century female perspective. I have a hunch that she was more of a renaissance profile than history has documented.

Favourite quote?

My new favourite quote is from the Swedish lifestyle program 'The Gentle Art of Swedish Deathcleaning' narrated by Amy Poehler. The quote is: There is a lot of life in death. In the industry and business context, I relate this to the concept of circular value chains. Or that the natural processes of decomposition that creates new life in ecosystems.

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