

# Meet Lise Lauritzen: The Delightfully Candid Heart of IDE House of Brands, Norway

## *A fresh take on leadership at DE House of Brands*

Lise Lauritzen doesn't mince words—and she doesn't need to. Her strength lies in her unfiltered honesty, grounded pragmatism, and unmistakable Scandinavian warmth. She's the kind of leader who feels instantly familiar: sharp, witty, graciously direct, and quietly formidable. As Manager of Purchasing at IDE House of Brands—Norway's largest distributor of promotional products with locations in Denmark, Sweden, Finland, and beyond—Lise oversees operations at one of Europe's leading privately-owned promotional product agencies. She brings a rare clarity and confidence that comes from a lifetime inside business because she didn't just join the industry, she has quite literally grown up in it.

Although she officially joined the company in 2005, Lise has been steeped in the promotional products world since childhood. Her parents—father Lasse Lauritzen and a business partner—founded the company in 1987, and her mother joined just a few years later. Lise and her sister spent their formative years witnessing firsthand what it takes to build and grow a business. And not just any business—one with deep family roots and strong Scandinavian values.

“When my parents asked if I wanted to join the company, there was never any pressure,” Lise says. “But I knew the answer was yes.”

And once she stepped in, she truly did it all. “I've done every job in the company,” she laughs, which explains her intuitive understanding of operations and people. Her sister joined in 2005, naturally drawn to sales, while Lise gravitated toward the operations side—a place where her steady hand and sharp mind could thrive.

Much of Lise's inspiration comes from her mother, who she describes as the glue that held everything together. “My mom was always a solid presence. She supported my father, the family, the staff, the customers—everyone,” Lise says. “And in the 80s, it wasn't that common for mothers to work. But my mom always worked.” That example left a lasting impression.

Scandinavia today is a leader in gender equality, and IDE House of Brands reflects that with a workforce that's approximately 75% women. But it wasn't always like this. “My mother didn't have the same opportunities we have now,” Lise notes.



she never made a fuss about it.” That quiet strength and resilience is a throughline in Lise’s own story.

Being part of a family business has its perks—and its pressures. Everyone knows her. Many employees have watched her grow up. And that means they don’t hold back. “People feel free to tell me exactly what they think. You can’t please everyone, but you can give them your reasons and try to help them understand.” This culture of openness, honesty, and mutual respect is at the core of how she leads—and perhaps what makes her leadership so effective.

Asked what she’d tell her younger self, Lise doesn’t hesitate:

“When I was younger, everything had to be 100% perfect. I’d tell myself—don’t get overloaded or over stressed. It will all work out.”

And that’s classic Lise: direct, insightful, grounded—and delightfully human. A steady force in the ever-evolving world of business, bringing heart, humor, and a touch of Scandi magic to everything she touches.