

## Mark Greiner

---

Mark Greiner is senior vice president, business concept design + chief experience officer (CXO) for Steelcase, the global leader in the office furniture industry. Steelcase delivers a better work experience to its customers by providing products, services and insights into the ways people work. Its portfolio includes architecture, furniture and technology products.

Named to this role in March 2011, Mark is responsible for translating research trends/insights into future product, service and experience concepts; innovative solutions which hold the promise of delivering new and higher levels of customer value. This process is extremely visual; using narratives, sketches, storyboards, and full-scale models to engage business leaders in conversations around assumptions, trade-offs, and alternatives. Of particular interest to Mark is imagining how to elevate the overall experience of work for individuals and groups; not only making it productive, but at the same time delightful and surprising.

Previously, Mark managed the team that launched Workspring in November 2008. Workspring is an experience offering designed for knowledge workers whose purpose demands a high-performance, collaborative environment. It's located in downtown Chicago and has a number of team-based studios which can be booked by day or by week.

Mark has also held various other leadership positions, including senior vice president WorkSpace Futures; chief information officer (CIO); senior vice president of corporate marketing & communications; and was instrumental in launching Steelcase's Turnstone brand.