
Practitioner Talks: A Conversation with Neena Potenza of Ingka Group on Economic Mobility for Frontline Workers

June 15, 12:00 p.m. to 12:30 p.m.

Speaker Biographies

Neena Potenza is the Global Strategic Initiatives Manager, People and Culture, at Ingka Group. In her role, Neena is responsible for the roll out and development of the Ingka Group people strategy that defines the global approach the company takes for its over 174,000 co-workers in 32 countries. In addition, she drives the culture and values work between Ingka and its franchisor, Inter IKEA. Neena has over 25 years of experience from various human resources roles within IKEA, starting in the UK in 1993.

Potenza's passion is people, and she truly believes IKEA co-workers to be the greatest asset of the company. She brings togetherness at the core of her leadership and fundamentally believes that all co-workers come to work to do the best they can. As a leader, Potenza is inclusive, open and passionate to move people and the business forward.

Todd Greene is the Executive Director of WorkRise, a research-to-action network on jobs, workers, and mobility, based at the Urban Institute, and an Institute Fellow. Greene is a leader in equitable and inclusive economic and workforce development. Before joining WorkRise in 2021, Greene served as executive director at the Atlanta University Center Consortium, a network of Atlanta-based Historically Black Colleges and Universities focused on student success, research, and economic development.

Greene also served more than a decade as vice president of research at the Federal Reserve Bank of Atlanta, where he lead research initiatives focused on economic and community development, inclusive economic growth, small business access to credit, affordable housing, and human capital and workforce development. He is currently board chairman of the International Economic Development Council and chairs the national advisory board of the John J. Heldrich Center for Workforce Development at Rutgers, the State University of New Jersey.