



# Profile

## June 2020

### Leena Liljestrand

#### **Background**

##### Strengths

- Good organizer and communicator
- Enjoys learning new things
- Wide knowledge of marketing
- Patient and kind
- Have lots of ideas

##### Weaknesses

- Sometimes impatient
- Particularly good starter of projects but not finishing them

##### Interested Committees

- Bulletin Committee
- International Outreach Committee
- Social Media Committee

#### **Skills and Expertise**

- Strong organizational experience
  - Personal assistant to a couple of CEOs of large US companies
  - Marketing knowledge
  - Thoroughly prepared when presenting ideas
- Would like to develop knowledge in the following areas:
  - Being a peony layman
    - Genetics, breeding, and hybridization

#### **Connections and Networking**

- I have good contacts with several European peony growers, hobby Peonists and a British peony book author and botanist, and I am all the time widening the net to include people who could be sources of information and news.”

#### **Passion and Commitment**

- Interest in BOD
  - “The opportunity to learn from the best while being able to help.”
- Motivation
  - Passion
  - People – connections and collaboration
  - Mental and physical health
- Time Commitment
  - “As much as needed”
- Aspirations
  - Bring in fresh ideas
  - Support the renewal and modernization of the APS
  - Widen activities and ideas to include Europe
  - Gather material or the bulletin from Europe
  - Strengthen social media presence
  - Increase membership through more concrete ideas
  - Ideas to bring members together (not always has to be physical)
  - More European influence and experience