



Joyce Bromberg
Director
WorkSpace Futures - Research
Steelcase. Inc.

Joyce Bromberg is director of WorkSpace Futures – Research at Steelcase Inc., the global leader in the office furniture industry, 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.

In this role, Joyce is responsible for user-centered research for vertical markets and Phase 0 research for new product development. Sometimes called “pioneering research,” this activity utilizes her 25 years of industry experience in the areas of observation, synthesis and design. Joyce was appointed to this position in 2002.

Prior to this, she was director of Space-Planning Research and Environment Design. In these roles, she was responsible for all research and development activities related to space planning, the design of Steelcase environments, and was the lead developer of community-based planning, a space-planning methodology and web-based tool set.

Joyce joined Steelcase in 1982 as an interior designer. In 1986, she was promoted to Interior Design project manager, designing many award-winning showrooms and industry/trade show events. She then was appointed manager of Strategic Planning for the architect and design market. She has also served as director of Surface Materials and Advanced Concepts.

Joyce is a graduate of the High School of Music and Art and has a BA in Art History from The State University of New York at Stony Brook. She lives in Grand Rapids, Mich., with her husband Carl, a high-energy particle physicist.