

WORK EXPERIENCE, Entrepreneurship in Innofirma Co from 2005 → ongoing

5/2006 – ongoing

Entrepreneur – Innofirma Ky www.innofirma.net , established 2/1998

- Sales and marketing project with Space Adventures Ltd. www.spaceadventures.com from 11/2008 →
- Sales and coaching in consulting group of Metaphor Oy and Aksios www.aksios.fi from 10/2006 →
- Charter Skipper for Midnight Sun Charter Oy www.midnightsuncharter.com from 8/2004 →
- Sailing Instructor, Funlines.fi www.funlines.fi sailing school owned by Innofirma
- Sales and marketing project with Optical Storage AB <http://www.opticalstorage.se/> from 1/2007 to 12/2009
- Charter Skipper for Swan 51 -foot sailboat www.streamart.fi from 6/2006 until 10/2006

7/2005 – 5/2006

Co-founder and partner – LiLLi Group Ltd. www.lilli.fi

- Making Business Plan and strategies with another partners
- Sales development and forecasting, Key Account Management
- Coaching and educating Technical Customer Service persons and Salespeople in the Musta Pörssi – consumer electronic chain (owned by Keswell Ltd.)
- Marketing duties and responsibilities, customer and store people care
- Product and Service development and launches

Career in TDC Song Oy 1993-2005 (former Song Networks Oy, Tele1 Europe Oy and Telia Finland)

4/2002 – 12/2005

Business Development Manager, Carrier and wholesale relations – TDC Song Oy www.tdcsong.fi

- In a team of the sales, marketing and developing Carrier and wholesale relationships in Finland. I have responsibility to make profitable business and find new attractive co-operation models with existing local Finnish, Nordic, European, Russian and global operators.
- Finding new potential customers. I have amount of total personal contacts over 90 telecommunication operators all over the world, mainly Nordic, Europe and Russian markets.
- Developing new business services to the operators with Nordic colleagues.
- TDC Song Business Intelligence Team, started operationally at 9/2003.

6/2004 – 12/04

Project Director, Wireless Access Solutions– Song Networks Oy Finland

- Research project to evaluate wireless business opportunities in Finland.

11/2001 – 3/02

Nordic Product Development Manager – Song Networks Holding AB Sweden (part of TDC Group nowadays)

- Song Networks had the goal to have a common core set of products and services; anyway the local complementary products were allowed to meet country specific needs and demands.
- I made Nordic processes for development with the Director of Products & Services and with the Nordic Business Area Manager in the Holding company.

9/2001 – 10/01

Service Development Manager - Song Networks Oy Finland (part of TDC Group nowadays)

- I was in charge of the service development unit as a supervisor in a team during the merger of Tele1 Europe Oy and Telia Finland Oy. Our team was responsible of developing the combined services for IP-VPN products and new information communication services as VoIP services. After this short era I was invited to Song Networks Holding Ab in Sweden.

8/2000 – 2/2002

Business Development Manager, Mobile Services –Tele1 Europe Oy Finland (part of TDC Group nowadays)

- I created strategy and business case of mobile services to Tele1 Europe in Finland Oy. I got good overview and competence of GSM and GPRS networks, Value Added Services and Mobile Virtual Network Operating.
- In charge of mobile services, I learned to handle the complicated systems and to manage challenging projects. I had a change to build a broad contact network with the decision-makers of big corporations and Finnish regulators.
- Song launched its' enhanced mobile service provider model agreement with Radiolinja Origo Oy 17th of December 2003.

3/1993 – 7/2000

Sales Manager, marketing and sales for B-to-B and B-2-C customers – Aritele Oy, Finland (part of TDC Group nowadays)

- I was in charge of planning and implementation of B-to-B sales strategy to Aritele for information technology and mobile phones.
- I co-operated actively with SME customers and the decision-makers in big corporations. As a result the sales, our customers and personnel of Aritele increased quite steadily until 11 people.
- I was in charge of Aritele Karhula store and a supervisor for salesmen from 1996 to 2000. We provided computers, laptops, Internet services, mobile telephones and mobile subscriptions to consumers
- I was also responsible for producing sales and marketing material and training the personnel, reporting, logistics and contacts with the distributors. Aritele was merged with Tele1 Europe in Finland Oy Q2/2000 (former Song Networks Oy, today TDC Song Oy).

9/1991 – 2/1993

Salesman of Information Technology – C-tieto Oy Finland

- I made successful sales of office technology (computers, copy machines, telefaxes and Nordic Mobile Telephones, NMT's) to the several customers in the southeast of Finland.

5/1990 – 8/1991

District Sales Manager, marketing and sales of IT – Westcom Systems Oy Finland

- Westcom Systems Oy employed me after my technical studies.
- I was in charge of marketing and sales for imported computers (PC's and Amiga professional models), software, telecommunication modems and customer premise equipment for communication made by Supra Corporation for our dealers.
- I was also responsible for developing Supra modems brand, producing sales and marketing material and training, reporting, logistics and contacts with the Supra Corporation Inc.

EDUCATION

2000 - 2003

MBA, Henley Management College in London, studies in Finland

- The research analysed the critical success factors in entering Finnish business markets as a Mobile Virtual Network Operator. I received good grades from my thesis 2002.

1995 - 1999

Diploma in Management, Henley Management College, studies in Finland

- These studies are now part of Henley MBA

1993 - 1994

Kotka Commercial College, International Education, Finland

- An additional course for Business English, basic Russian, export and import forwarding and international marketing.

1990 - 1993

Kotka Commercial College, Marketing Degree, Finland

- Comprehensive commercial studies, I graduated with good grades.

1988 - 1990

Karhula Vocational School, Automation mechanic, Finland

- Basic technological studies including automation, assembly coding, electronics, computing and programming. Included also basic technological vocabulary

1983 - 1986

Secondary School Graduate - Katariinan Lukio, Kotka, Finland**LANGUAGES**

- Finnish, Mother tongue
- English, Excellent - business language on a daily basis
- Swedish, Good written and verbal skills
- German, Fair written and verbal skills
- Russian, Basic knowledge

OTHER

Date of birth 7th of May, 1967
Marital status Married in July 2009, one child (1997)
Maritime Interests Sailing as Coastal and Charter Skipper

Sydväst Sjöfart www.sydvast.fi**Certificates of competence**

Certificate to Navigate Domestic Ships, Skipper course 2006 / 2.2.2009
 Engine Operator course 2006 / 5.5.2009

Finnish Maritime Administration www.fma.fi

Certificate to Navigate Hired Boats 2004
 International Certificate for Operators of Pleasure Craft 2004

Finnish Yachting Association www.puriehtija.fi

Sailing Instructor 2004
 Sailing Instructor Trainee 2002
 Coastal Skipper 2002

Other Interests

Paragliding Pilot, PP4 level
 Sailplane Pilot – license not valid at the moment
 Snowboarding and downhill skiing
 MPKY and Finnish Army Reserve

Junior Chamber of Tapiola, Senior Advisor 2008 →
 Helsingin Suomalainen Klubi, The Finnish Club In Helsinki 2007 →
 Finnish Red Cross, Ski Patrol (rinnepäivystäjä) since 1988 →

Board Member of MBA Henley Alumni in Finland 2008 – 2009
 Board Member of Irish Whiskey Lovers Association 2002 – 2009
 Junior Chamber of Finland 1992-2000 in JC Kotka, 2001 – 2007 in JC Tapiola

Military rank

Kotkan Rannikkopatteristo Coastal Artillery, Corp. Reserve

CONTACT INFORMATION

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