

POTRA partner's profile

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Introduction

Over 25 years of international experience on engineering businesses including capital equipment and service sectors in the technology industry. Main customer segments have been forest (pulp & paper), steel, energy, manufacturing, and metal processing industries.

- Solutions for internationalization, industrial sales & business development
- Solid experience in multinational corporations and SME's
- 25 years of experience in global marketing and sales within E to E industries
- 20 years of experience in senior general management
- 15 years of experience in global industrial services

Strengths

- Extensive competence in industrial foreign trade
- Solid understanding and know how of corporate strategy processes
- Long "hands on" operational experience, provide actions not theories
- Good listener and coaching type of approach to problem solving
- Open to different cultures and paradigms

Achievements

- Renewed an SME company's brand image and all marketing material
- Built up an agent network to cover Russia, China, India and North-America
- Sawed an SME company from bankruptcy caused by a major project failure
- Established four (4) regional sales offices in North-America
- Initiated and implemented new corporate and service strategies
- Set up an European subsidy of a Japanese clean tech company
- Implemented financial analyzes of a manufacturer's cost structure
- Secured external financing for an SME company
- Set up three (3) service work shops in North-America

Employments

Partner, POTRA Nordic Industry Solutions 2013 -
Senior Consultant, Align Corporation 2013 -

SME Companies 2005 -2013

President and CEO, Plantool Oy (machine tools)
President and CEO, Puhdas Energia Oy (renewable energy tech)
Managing Director, Kumera Machinery Oy (heavy manufacturing)

Moventas Oy (Metso Drives) 1998 - 2005

Corporate Vice President, Business Development
President, Moventas Canada Ltd & Moventas Inc, USA

Ahlstrom Corporation (today Andritz Corporation) 1984 – 1998

Director of Sales and marketing Europe & Asia, Fiber Line Division
Vice President, Fiber Equipment & Stock Prep, Ahlstrom Kamyra Inc. USA
Director of Marketing and R&D, Screening Technology
Marketing Manager, Fibre Flow Division
Product Manager, Screens, Pulp Machinery Department
Sales Engineer, Recycled Fibre Equipment, Pulp Machinery Department

Education

2013 **NLP**, NLP- opisto, Helsinki, Finland
2010 (**HHJ**), Etelä –Pohjanmaan kauppakamari, Finland
1999 **TQM**, Center for Quality Management, Boston, Mass. USA
1996 **MBA**, Henley Management College, / Brunel University, UK
1991 **IMP**, Imede, Lausanne, Switzerland
1983 **BSc, (Process. Eng)**, Technical College of Pori, Finland

Language skills

- finnish native
- english fluent
- swedish fluent
- german moderate

Hobbies

- tour -motorcycling, member of Gold Wing Club of Finland
- skiing, golf, cycling
- Lions Club Member

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