

## POTRA partner's profile

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### Introduction

Over 25 years of international experience on mechanical engineering business sector as well as on the service sector in the technology industry. Senior management and executive as well as practical experience. Main customer segments forest industry (pulp & paper), energy, mining, transportation equipment.

### Strengths

- **extensive competence within the industrial services sector**
- strong practical approach combined with broad education
- internationally experienced practitioner, multilingual
- ability to act analytically, yet decisively
- hands-on problem-solving and pragmatic approach

### Achievements

- **successfully developing and leading global service operation in industrial companies**
- creating and implementing industrial services strategy in several companies
- developing and building global sales & marketing network for services in a leading industrial corporation
- successful integration of service operations within a merger in 2 different industrial companies
- creating services product and concept development processes
- creating and implementing service branding in a global industrial company
- expansion of service networks, increased sales in industrial services operation
- supporting and coaching of several SMEs in consultative role

## Employments

- **Partner, POTRA Nordic Industry Solutions 2013-**
- Senior consultant, SYK Oy 2010 -2012
- Director, Service Products & concepts development, Cargotec Oyj 2008-2009
- Senior Vice President, Service, Moventas Oy (Metso Drives Oy) 2000-2006
- Vice President, Integration Team, Metso Paper Oy 1999-2000
- Vice President, Customer Interface Network, Metso Paper Oy 1997-1999
- Vice President, Marketing & sales coordination, Metso Paper Oy 1994-1997
- General Manager, Service, Valmet-Karlstad AB 1989-1994
- Area sales manager, Valmet Paper Machinery Oy 1986-1989
- Sales engineer, Ahlstrom Pumps Oy 1983-1986

## Education

- **MBA (Executive)**, School of Economics, University of Gothenburg, Sweden, 1993
- **Master of Science, (Mech. Eng.)**, Tampere University of Technology, 1984
- Additional studies:
  - Jyväskylä University of Applied Sciences, Pedagogic studies, 60 credits, 2011
  - Cargotec Leading The Move Program , MIL Institute, 2008 (Senior management training program in Cargotec, focusing on developing strategy, change and leadership)
  - Valmet Leadership Program, IMD Lausanne (executive development program, focused on leadership and strategic business development), 1999
  - Valmet Paper School (paper technology training for sales & management), 1996

## Language skills

- finnish native
- english fluent
- swedish fluent

## Hobbies

- tour -motorcycling, member of Gospel Riders Finland
- golf, skiing, summer cottage
- granddaughter 😊