



FORMAL EDUCATION

2000-2003 **International BBA (Management), Helsinki School of Economics, Finland**

- Concentration on Marketing and Strategy.
- GPA 3.8 out of 4.0 (graduated in 2.5 years).
- Exchange at University of Texas at Austin (2002).

EXPERIENCE

Consultant-at-large (offsite)

2007 - **Marketing, Branding, Writing**

- Consulting on product launch projects and marketing.
- Blog and report writing; site planning and promotion.

Google Inc., & Google UK Ltd. (Silicon Valley & London)

2003 - 2007 **Ops & Product Marketing Management**

- Rotating international marketing and business development responsibilities in the European Marketing team.
- Struck dozens of marketing deals, conducted hundreds of interviews, brought in thousands of clients and millions of dollars for the company.
- Joined a Coordinator, left a Product Marketing Manager

Trout & Partners Ltd. (Helsinki, FI)

H1 2002 **Research Consultant**

- Learned everything about positioning; did an 80-page research on strategy reported on by the business press

SOME SIGNS OF LEFT-BRAIN ACTIVITY

Language: Fluent English, Finnish; good Spanish; conversational Swedish.

Computers: Power MacOSX, basic Win, Linux fluency; HTML, graphics, publishing and video tools; basic DB applications; various productivity applications and hacks

SOME SIGNS OF RIGHT-BRAIN ACTIVITY

Theatre: 2004-2005: **Diploma in Acting**, Birkbeck Col. 2005 Short film: Comicman (actor)

1998-2000: Lappeenranta Youth Theatre: acted in, wrote, directed plays and short films

1996-2001: Wrote and directed dozens of live-action games for 20-1,200 players

Hobbies: Motorbikes, gym & fitness, acrylic painting, photography, videography harmonica, performing arts, popular science, 20th century poetry, cooking without recipes