

## WORK EXPERIENCE

*start-up entrepreneurship & advisory 2008-*

**Entrepreneur, product owner, advisor (stealth mode until launch)**

- Including everything from product development of own ideas to market definition and financing

*Gemic Consulting, Ltd. Helsinki, Finland*

**Managing Consultant (co-founder) 2008-2009**

- Ran and participated in projects serving Finland's top 50 finance, insurance, health and well-being and media companies, as well as consulting start-ups on market definition and user requirements

*Google Inc., Mountain View, California / Google UK Ltd., London*

**Product Marketing Manager: 2006-2007**

**Associate Product Marketing Manager: 2004-2005**

- Reported to the European Director of Marketing Programmes on the following areas of expertise:
- EMEA Partnership Marketing Management (2004-2007):
  - Lead Google's B2B partnership marketing strategy in EMEA driving adoption both externally and internally; created structures for creative, business and legal processes
  - Managed and sourced partnerships in the UK, Nordics, Germany and Emerging Markets
  - Acquired dozens of partners, thousands of customers, and millions of dollars in revenue
- EMEA Emerging Markets Marketing Management (2005-2007):
  - Built the marketing function for emerging markets (Poland, Turkey, Israel, Russia) including creative BTL marketing, events and hiring as a part of a cross-functional team
  - Nominated hiring manager for EMEA Marketing (170+ interviews, 5 hires)
- Marketing Accountability and Reporting Management (2004-2007)
  - P/L responsibilities exceed with marketing ROI of 5x
- Marketing Management for Google Scandinavia (2004-2006):
  - Created marketing strategy, ran advertising campaigns (online, offline, DM), provided field marketing support with collateral, events and research

**Country Specialist Coordinator: 2003-2004**

- Ownership of localization, customer support and country and regional expertise; a reporting system for tracking international markets of VP-level distribution

*Jack Trout & Partners Ltd, Helsinki, Finland*

**Research Consultant: 2002**

- Conducted a 3-month, 80-page research on marketing strategy (Bachelor's Thesis, below); the research and findings were covered by the country's #1 business paper (Kauppalehti 7/11/2002)

## EDUCATION

**Msc in Philosophy of Social Sciences, London School of Economics: 2009-2010**

- Interests: evolution of networks, game theory, philosophy of economics

**Bachelor of Business Administration, Helsinki School of Economics: 2000-2003**

- Bachelor's Thesis: "Differentiation Strategy in Modern Business Theory" (grade: A).
- Overall GPA 3.8 out of 4.0 (graduated in 2.5 years, degree received January 2003).

## HONORS

2007	DIVIA Technology Innovation seminar, Helsinki: keynote speech
2006	"Be Innovative"-award: Google EMEA
2002	Dean's List, University of Texas at Austin, McCombs Business School
2000	Officer training; 2 <sup>nd</sup> Lieutenant of Reserve, Air Defense

## PROFICIENCIES

Languages	Fluent English, Finnish, Spanish
Technology	web programming, data mining, video tools