



Resume (CV)

SAMPO KALLUNKI

Phone. +358 400 993310

Email. mail@sampokallunki.com

Skype. sampo.kallunki

Date of birth: 29.12.1981

SUMMARY

Results oriented Marketing and Sales Manager with passion towards building successful brands, driving sales and educating people on how to succeed in multicultural environment. My goal is to help individuals and businesses to excel in international markets.

PROFESSIONAL PROFILE

Gaining work experience at high-level positions in small companies has given me strong business acumen and helped me to understand the importance of people. My areas of expertise are:

Channel of distribution (COD) management (leadership)

- In my job as an interim manager/consultant for HK Instruments Inc. I was in charge of bringing the company to the North American market and overseeing the operations. This position required independent decision-making and thorough understanding of the operating environment and markets.
- While working as a Export Sales and Marketing Manager at HK Instruments Oy, I had full responsibility of the company's international distribution channels, their development and management. About 80% of the company's turnover came from exports and my sales territory covered the main markets in Europe, together with the Americas and Australia. In addition to sales related activities, I was in charge of legal affairs, such as contract negotiations and drafting of contracts.
- At Datanator Oy I was responsible of setting up franchise shops and supporting the business of the franchisees.
- In addition to my work, I have actively developed my leadership and people skills by gaining hands-on experience in various voluntary projects and duties of trust.

Marketing (brand management)

- Managing and coordinating marketing activities at HK Instruments OY/Inc has given me a strong skillset in marketing. Being in charge of strategic planning and implementation of marketing activities has improved my communication, presentation and creative skills and helped me to understand the complexities of a marketing mix.
- Understanding the importance of branding and how it affects the bottom line has been important part of my career. At HK Instruments I succeeded in transforming the corporate brand from virtually unknown to one of the most highly valued within the industry.

International Sales

- During my career I have done sales in more than 20 countries.
- My customers and key accounts that I have worked with have ranged from one-man entrepreneurs to Fortune 500 corporations.
- The largest sale that I have made during my career was valued at 1 mil. EUR.
- During my time at HK Instruments, I reported 45% annual growth in sales, while increasing the sales margins from 9% up to 25%.

WORK EXPERIENCE

Business Consultant / Interim Manager

- Sampo Kallunki Consulting I am currently working as a self-employed business consultant, helping Finnish companies at overseas markets. My main emphasis is in constructing sales channels, commercializing products and building strong global brands.
- 10/2011-present (2 years)

Chairman of the board / CEO

- HK Instruments Inc. Working as an Interim Manager, my main duty was to oversee the business operations of HK Instruments Oy in North America and to ensure successful market entry. The job required me to:
 - Analyze the market and the competitive environment.
 - Design market entry, sales and marketing strategies.
 - Carry out products and collateral localization.
 - Coordinate the creation of marketing materials and tools.
 - Plan and execute trade shows, online marketing and other marketing activities.
 - Design product logistics.
 - Build sales channels, train channel members, and provide sales and product support for the channel members.
 - Prepare all legal documents in cooperation with a local law office.
 - Set up a local sales subsidiary, and hire, train and support the local staff to run the North American operations.
- 01/2012-06/2013 (1,5 years)

Export Sales and Marketing Manager

- HK Instruments Oy In this position I had two main duties: 1) *Marketing and Brand Management* 2) *Export Sales and Channel Management*
 - 10/2006-09/2011 (5 years)
 - Main sales area: Europe
 - Secondary sales areas: Americas, Asia, Australia
 - Achievements:
 - 400% growth in sales
 - Increasing sales margins from 9% to 20%
 - Biggest sale in the history of the company (1 M€)
- My duties in marketing included:*
- Producing and coordinating the creation of marketing communications and sales tools, such as flyers, product collaterals, brochures, product catalogues, banners, online content, and trade show stands and materials.
 - Supporting channels of distribution (COD) partners in their marketing activities and developing localized marketing.
 - Planning and executing trade shows, sales meetings, online marketing, PR and other marketing activities.
 - Developing and managing the corporate brand identity.
 - Designing and carrying out product launches.
 - Tracking and measuring online marketing.
 - Providing marketing support to other sales personnel.
 - Supporting R&D by providing market insight and user feedback of products.
 - Carrying out market research projects and competitor analysis.
- My duties in sales included:*
- Supporting and managing the COD and key accounts, such as global OEM customers and private labeling customers.
 - Increasing sales and market share on existing markets, actively looking for new customers and business opportunities, and entering new markets.
 - Developing competitive pricing schemes, while maximizing profit margins.
 - Providing sales and product training for COD partners.
 - Developing annual sales forecasts by sales regions.
 - Developing and executing regional sales plans.
 - Generating market intelligence and prioritizing market areas.
- In addition, I was also responsible for all the legal matters related to sales and marketing, such as drafting of sales contracts and OEM agreements.

Chain Manager (Marketing Manager)

- Datanator Oy In this franchise start-up, I was responsible for developing the corporate identity, building the Datanator brand, recruiting the franchisees and supporting their business.
 - 07/2005-07/2006 (1 year)
- In this job I came to understand in practice what it means to create profitable business concepts and to franchise those.

EDUCATION

2002-2005 Jyväskylä University of Applied Sciences, Finland

- Degree: BBA
- Primary subject: International Business

2005 Jyväskylä University of Applied Sciences, Finland

- Degree: BBA / High Tech Management Program
- Primary subject: High Tech Management

1999-2000 Yuba City High School, USA

- Graduate

1997-2001 Senior secondary school of Kuusamo, Finland

- Graduate

DUTIES OF TRUST

Junior Chamber Jyväskylä

- 2009-2011: National conference, Project Manager
- 2009: Local chapter President
- 2008: 1. Vice president (international affairs)

Central Finland chamber of commerce

- 2008: Junior member of ICT committee

INTERNATIONAL EXPERIENCE

- Working in the USA, HK Instruments Inc., 2011-2013 (1,5 years)
- Working in international business, HK Instruments Oy, 2006-2011 (5 years)
- Internship in Italy, 2004 (6 months)
- Exchange study program in the USA, 1999-2000 (12 months)
- Studies in an international institute, Jyväskylä University of Applied Sciences, 2002-2005 (3 years)
- *Total of 11 years*

LEADERSHIP EXPERIENCE

- Chairman of the board / CEO, HK Instruments Inc., 2012-2013 (1,5 years)
- COD Management, HK Instruments Oy, 2006-2011 (5 years)
- Military service, leadership training, 2001-2002 (6 months)
- President of Junior Chamber Jyväskylä, 2009 (12 months)
- Project Manager at Junior Chamber Jyväskylä, 2006-2010 (12 months)
- National Project Manager at Junior Chamber Finland, 2009-2011 (18 months)
- *Total of 10 years*

HOBBIES

- Sports & outdoor: biking, dancing, jogging, hiking
- Cooking
- Blogging
- Dog training

RECOGNITIONS

- Military service: best NCO trainee in practice
- Junior Chamber Jyväskylä: best publicity of the year 2007
- Junior Chamber Jyväskylä: best project manager 2008
- Junior Chamber Jyväskylä: best local president in Central Finland 2009
- Junior Chamber Jyväskylä: most proactive member 2010
- Red Cross: best team leader at first aid 3 course