



# RÉSUMÉ

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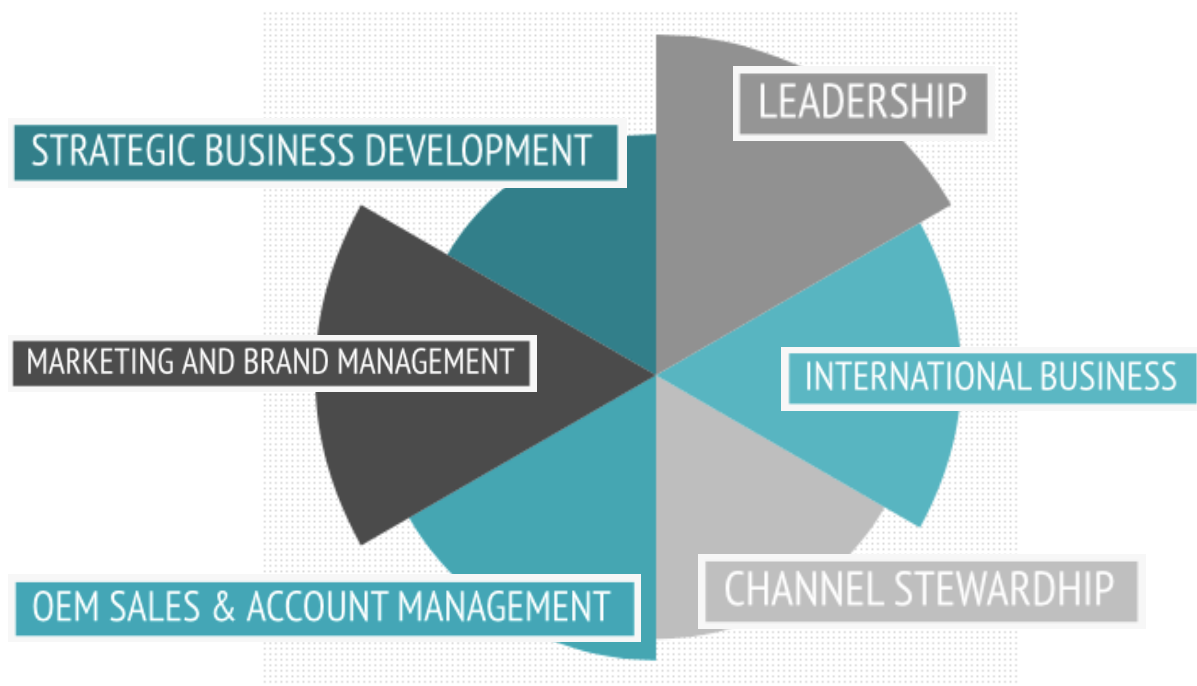
## SUMMARY

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Results oriented Marketing and Sales Manager with passion to helping businesses to excel in international markets through brand development, channel stewardship and sales excellence.

Highly responsible positions have helped me to gain strong business acumen and understand the importance of people.

My key competencies are:



## WORK EXPERIENCE

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### 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:      *My duties in marketing included:*
    - Europe
      - 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.
  - Secondary sales areas: Americas, Asia, Australia
    - 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.
  - 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 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 the basics of creating and franchising business concepts, and branding a franchise.

## EDUCATION

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### 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

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### 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

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- 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

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- 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

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

## RECOGNITIONS

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- 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