

**PROFILE**

An experienced senior civil servant, journalist and political analyst with a high level understanding of international political and economic affairs. A strong communicator with a good track record as a manager, having successfully led teams in both the diplomatic and media and environments.

**CAREER**

**Finnish Innovation Fund Sitra 2013-present**

Director of Communications and Public Affairs

**Office of the President of the Republic of Finland 2012-2013**

Director of Communications, Spokesperson for the President

**Ministry for Foreign Affairs Finland 2006-2012**

Director of Communications 2010-2012

In charge of the MFAs communications, media and public diplomacy operations. Managing a department of 90 civil servants. Member of the MFAs management team and executive board, which was led by the Minister for Foreign Affairs.

Press Counsellor, Embassy of Finland in London 2006-2010

In charge of the Finnish government's Media and Public Diplomacy operations in the United Kingdom. This includes liaising with the British and international press corps, promoting the Finnish government's initiatives to the media and general communications including crisis situations (ie. terror threats and attacks).

**Finnish Financial Daily Taloussanomat, Sanoma Group 1998-2006**

London Correspondent, 2004-2006

Reported on big news events from the UK such as the 7/7 terror attacks in London. Besides news reporting, wrote a "Hex and the City" lifestyle column for the weekend edition of Taloussanomat and Columnist for the weekend edition of Finland's biggest evening tabloid Ilta-Sanomat.

TV News Producer for Channel 4 financial news, 2003

In charge of relaunching the Channel 4 financial news under the Taloussanomat (Finnish financial daily) brand.

News Editor, 2000-2003

In charge of the news desk (news gathering and copy output) and managing journalists.

Financial Journalist, 1998-2000

Assigned as a correspondent to cover the "Euro-story" and was an accredited journalist based at the European Central Bank in Frankfurt. Finland was among the 11 EU-countries that first adopted the Euro on January 1st, 1999.

**Finland's National Broadcasting Company, Yleisradio, 1997-1998**

Financial Journalist for Morning TV news

**Reuters Helsinki bureau 1995-1997**

Financial Journalist

**Ministry for Foreign Affairs Finland 1994**

Assistant at the EU Secretariat

**Ministry for Affairs Finland 1993**

Department for External Economic Relations, University trainee

**EXECUTIVE DIRECTORSHIPS**

Board member, ProCom Finnish Association of Communication Professionals January 2018-present

Board member, Finland Promotion Board 2014-present

Chair, Finland Promotion Board 2010-2012

Chair, The Finland-America Educational Trust Fund 2010-2012

Board member, Finnish-British Chamber of Commerce 2006-2010

**EDUCATION**

**SanomaWSOY Group and Mercuria Business School management degree**, February 2002-September 2004

**Master of Social Sciences, Faculty of Social Sciences**, University of Helsinki, 1990-1995

Majored in political history with communication and media studies as secondary subjects. Thesis on an underground peace opposition group that operated during Finland's war with Russia (1941-1944).

**Undergraduate studies**, University of Delaware, Department of Political Science, August 1989-January 1990.

Langley High School, Mclean, Virginia, 1986-89, Advanced Studies Diploma

## **LANGUAGES**

Finnish (native), English (very fluent), German (competent), Swedish (basic) and French (basic)