



I am Finnish, English, and Swedish speaking, a high-performing sales professional with more than 10 years of experience from B2B and B2C sales, new business development, and marketing. I excel in account management, new customer acquisition, upselling, and closing deals.

I am experienced in designing and setting up team-wide sales processes and pipelines. While working in the insurance industry I have also been involved with product management and product development experience.

I have an analytical mindset, and as a professional athlete, I am consistent, systematic, solution oriented, and have remarkable time management skills. My excellent verbal and written communication skills allow me to explain complex products and services in a simple manner, both in person, on a phone, or using digital channels.

## EXPERIENCE

### **Turva / Lähitapiola, mutual insurance**

**Jan 2023 – Present**

Sales representative

Helsinki, Finland

- Top 5% sales-performing sales representative, consistently exceeded sales targets by 25%
- Assured long-term revenue recurrence and contract profitability by focusing on profitable portfolio
- Aligned all the key stakeholders in every proposal, sales, revenue management, contracts and operations
- Collaborated with senior management and got their commitment to expand our product portfolio
- Maintained relationships with cooperation companies and organisations such as trade unions
- New customer acquisition, outbound
- Cold calling, lead qualification, risk analysis, sales negotiation, closing deals, upselling, customer relationship
- Maintained + grew existing client accounts
- Handled a wide variety of customer, mainly Finnish and English speaking customers

### **IF, insurance**

**Jan 2016 – Dec 2022**

Sales representative

Helsinki, Finland

- Top 10% sales-performing sales representative, consistently exceeded sales targets by 20%
- New customer acquisition, outbound
- Focused on larger private customer sector
- Cold calling, lead qualification, risk analysis, sales negotiation, closing deals, upselling
- Sales face to face, phone, other digital channels
- Participated in various events as a company representative

### **Fennia, mutual insurance**

**Dec 2014 - Dec 2015**

Business development representative

Espoo, Finland

- Launched new business unit in Sello, Leppävaara
- Recruited to expand Fennia's business to private customer market within a new area
- Reached the goal to increase Fennia's market share by 5%
- Negotiated new contracts for cooperation with companies and organisations for quality leads
- Set up sales processes, trained and onboarded team of sales professionals
- Analysed and continuously developed sales processes
- Runned pilots for new sales channels, such as booking concept and promotion team
- Handled daily face to face meetings
- Closing deals

## **IF, insurance**

**Jan 2014 - Dec 2014**

### **Sales manager, corporate insurance**

Helsinki, Finland

- New customer acquisition, outbound
- Cold calling, lead qualification, sales negotiations face to face meetings, customer relationships.
- Participated in various events for new leads, such as seminars and event for entrepreneurs in Helsinki, Tallinn and Stockholm

### **Sales, private insurance. Outbound + inbound sales and prospecting.**

**Oct 2012 - Dec 2013**

A project office where working according to the project's various needs in the industry. Later on assigned to focus mainly on sales.

- Integration of Trygg insurance company's insurances
- Piloting the latest products
- Piloting the cooperation with Nordea bank
- New customer acquisition, negotiating new contracts, closing deals

### **Sales and marketing manager, Clubhouse Incanto**

**Jan 2008 - Dec 2010**

- Responsible for health and wellness centre's sales and marketing
- Campaign planning and execution
- Sales goal setting for the sales team

## **EDUCATION**

### **Metropolia, open University**

**September 2024- Present**

Information Technology

- Microsoft Azure fundamentals
- Ms Project software
- Power BI
- Python programming
- Artificial Intelligence with Python

### **NL College, Language school**

**April 2024- Present**

- Spanish

### **Proacademy, University of Tampere**

**AUG 2021 - MAY 2023**

Master's degree, Entrepreneurship and leadership

Tampere, Finland

- Scholarship to Geneva for international studies at 2022 autumn

### **Laurea University of Applied Sciences**

**Jan 2010 - Jul 2013**

Bachelor's Degree, Business Administration, Management and Operations

Espoo, Finland

### **Universidad Europea de Madrid**

**AUG 2011 - Aug 2012**

Bachelor's Degree, Business Administration, Management and Operations

Madrid, Spain

## **LANGUAGES**

Finnish

Native

English

Fluent working proficiency / Bilingual

Spanish

Basic

Swedish

Basic

## OTHER EXPERIENCE

### Professional Athlete, Fitness

**2013 - PRESENT**

High-performance athlete on Fitness Sports (Nordic championships top 10, Finnish Nationals top 6).

Invited to Arnold's Classic, Madrid 2022

### Skydiver

**2003 - 2020**

Current holder of Finnish record of formation skydiving (Prague 2017). Skydiving instructor for advanced students

Skydiving athlete in a 4-way formation skydiving team (FS formation skydiving league top 3, Finnish Nationals top

3).

**2008 - 2015**