

Ready to take your business to new heights? Whether you need to streamline operations, expand your customer base, or boost your revenue, Pekka has the strategic vision and proven operational know-how to get results.

## KEY EXPERTISE

C-level business leader with an insight and experience from a publicly listed enterprise to an SMB, where rigid management of liquidity and cash, working capital, and inventory was critical.

Expert in integrating companies and businesses, reshaping key business and financial management processes, including people management, sales, production, and service delivery.

In-depth experience in developing and leading global SaaS software and service business, product and service creation, and delivery to B2B customers through a global VAR/MPS channel. Speaks R&D and business fluently.

Hands-on experience in transforming a 35-person software company into a global, international, and multicultural expert organization of more than a thousand people.

## SECTOR EXPERIENCE

CEO, Business executive and Board member

Cyber security

Strategy and change management

Software and Services industry

Business turnaround and transformation

Global B2B channel business

SaaS business model and value-based pricing

ICT industry

Business, Product, R&D, Sales, HR leadership

Physical security, fire safety and locking

## EDUCATION AND TRAINING

Certified Chair of Board, CBC (HPJ), Tampere Chamber of Commerce 2023

Certified Board Member, CBM (HHJ), Tampere Chamber of Commerce 2022

Certified in Management, eMBA program, Henley Business School 2018

Management of Software Product Development, Helsinki University of Technology 1998

Datanomi Diploma Examination, ATK-Instituutti 1992

## WORK EXPERIENCE

### Successful growth and profitability turnaround case of Turvakolmio Group

Acted as CEO of Turvakolmio Group Oy at the initiative of Helmet Capital from January 2019 until May 2022 when the company was acquired by Lohde Oyj. The major shareholder Helmet Capital made a positive exit.

Led the company's major transformation by finalizing the integration of two company acquisitions, reshaping the company strategy, organization structure, key business and financial processes including people management, ERP, sales, cash flow, and working capital management. During Pekka's CEO tenure, the company grew faster than the industry on average (+7% p.a.) with > 2,5X EBITDA improvement, boosted the net result from -0,35 MEUR to +0,187 MEUR and halved its net debts.

### Hard core customer value creation and business leadership expert

As the VP Corporate Security Business and F-Secure Executive Team Member with P/L responsibility, Pekka was over-seeing the global SMB security business of +40 MEUR in revenue with more than 3000 active partners globally and +80.000 customers reporting NPS over 90%.

Prior to the Executive Team position, Pekka led the B2B security solution management and R&D, delivered ultimate customer value by developing, delivering, and launching award-winning centrally managed B2B SaaS solutions for all major operating systems and mobile platforms. During his career of over two decades in cyber security business, he has acted in various key roles from R&D to business and has gained an ultimate end-to-end expertise in customer value creation.

In addition to his vast SMB business experience, he successfully led the market entry of a new enterprise-scale service, a combination of hardware, software and 24/7 SOC service, 100% in schedule ensuring the acquisition of the first customers in 60 days from the launch.

