

CURRICULUM VITAE

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09.2008-07.2014

FINPRO, Finland Trade Center

Consultant

- Internationalization services: market research, feasibility studies, partner search, sales channel development
- Event planning, project management, business advisory, business valuation, business planning, project management market entry options planning for Finnish SMEs
- Creating advertisements and publicity materials to promote Finnish companies
- Deep knowledge of SMM development
- Coordinating and organization of Minister of Trade and Industry Paavo Väyrynen's visit to Saint Petersburg as a part of business delegation in 2010: within the frames of the minister visit the following activities were launched: b2b seminars, lectures, master classes, round tables, networking visits, visit to Baltic Pearl that followed by establishing cooperation between Finnish and Chinese companies in Saint Petersburg and visit of large Chinese business delegation to Finland chaired by Vice Minister of Commerce of the People's Republic of China Gao Hucheng, where Väyrynen emphasized the importance of the visit for the trade relations between China and Finland and estimated that the Economic and Trade Cooperation Forum organized in connection with the visit was one of the biggest export promotion events he has ever attended. The Forum, organized on 10 July, was attended by some 240 Chinese and more than 300 Finnish business representatives. In addition to a high-level segment, the Forum included a sector-specific networking event for businesses lasting an entire afternoon.
- Sector expertise Energy and Environment sector, Team Leader role of Energy and Environment sector in Saint Petersburg:
 - promoting Finnish Energy and Environment companies
 - getting and gathering all request within the sector and spreading them to team members
 - sales trips to Finland to the companies within the sector
 - visiting specific fairs, seminars and round-tables such both in Saint Petersburg and Finland for networking
 - special Energy and Environment projects, such as Cleantech Finland for Russia, Cleantech Finland, [District Heating Internationalisation Program for Finnish Industry](#)
- Participation in launch of NORDIC LOOK of Nordic Council of Ministers in Northwestern Russia project to promote Scandinavian design. In 2006-2009, within the frames of the NORDIC LOOK event representatives of established Nordic fashion brands were invited to Saint Petersburg to take part in fashion exhibition and networking activities - seminars, lectures, master classes, round tables, networking visits.

- Inventing, selling and implementation of the project Cleantech Finland for Russia: 2009-2011 in cooperation with Ministry of Environment of Finland. The main targets of the project were to open up and to catalyze new business opportunities for the Finnish companies in cleantech sector in Russia; to intensify the synergies with the activities of Finnish companies and national intermediaries and to utilize its publicity and brand image of Cleantech Finland®. Also the project supported the targets of Ministry of Environment of Finland in Russia, as one priority area of the Ministry is to promote the topics of water, energy saving, energy efficiency and renewables in Russia. Altogether 13 Finnish companies from water, energy efficiency and renewables sector joined the project. The project has been implemented by Finpro ry. Amongst local partners were St-Petersburg Vodokanal; The Government of Saint-Petersburg, Energetics and Engineering Providing Committee; The Government of the Leningrad Oblast; National Bioenergy Union, The Bioenergy International.Russia INFOBIO; the Association Ecological Partnership (St-Petersburg Chamber of Commerce), St-Petersburg Industry Support Foundation (Committee on economical development, industrial policy and trade of the St-Petersburg Government), etc. The Project targets were mainly achieved via implementation of the round tables, b2b seminars, publications, reports, newsletters, and individual consulting of companies.

09.2005 –08.2008

Ministry of Foreign Affairs of Denmark Royal Danish Consulate General in Saint Petersburg

Commercial Adviser

- Internationalization services: market research, feasibility studies, partner search, sales channel development
- Event planning, project management, business advisory, business valuation, business planning, project management market entry options planning for Danish companies
- Specific public diplomacy events, including making presentations about promotion fields for Danish and Russian clients, organizing and coordinating with different department various activities
- Cooperation with Danish Cultural Institute on the special diplomatic and cultural events, such as reburial of Princess Dagmar of Denmark. The funeral service, attended by high dignitaries, including the Crown Prince and Princess of Denmark and Prince and Princess Michael of Kent.
- Creating and developing new service – recruitment for Danish SME's after finishing HR course in IMISP (International Management Institute Saint Petersburg).
- Head of Fashion and Design sector, Team Leader role of Fashion and Design sector in Saint Petersburg:
 - promoting Danish fashion companies, visiting the show rooms and consulting them how to enter the Russian market. Successfully cooperating with e.g. Modstrom, Annhagen, By Malene Birger, Bruuns Bazaar, Day Birger et Mikkelsen, Ole Lynggaard, etc.
 - annual participation in CIFF (Copenhagen International Fashion Fair) <http://ciff.dk> and Design exhibition Formland (<http://www.formland.com>) in Gotland (Denmark).

- participation in Ministry of Foreign Affairs of Denmark course: Fashion and Design of Denmark in 2007

02.2004-08.2005

ZAO Hempel

Sales Coordinator

- Providing assistance to the customers
- Creating marketing and advertising materials

Education:

2007 – HR course in IMISP (International Management Institute Saint Petersburg)

2006 - Project Management in the Ministry of Foreign Affairs of Denmark

2002-2005 - Saint Petersburg State University, Faculty of economics, Economist, bachelor in economics

2003-2004 – Syddansk Universitet in Odense, Danish language and cultural aspects

1999-2004 – Saint Petersburg State University, Philological faculty Philologist, Expert in Scandinavian languages

Languages: English, Danish and Swedish, French

Personal achievements and interests: blogging, yoga teaching, mentoring (international certificate E-RYT 200), sailing, photographer, art, lifestyle and fashion, music and literature, patron of Mikhailovsky theatre, publication in web-magazines The Pled

Additional information/projects: participation in launch of **48-chairs jazz-bar** in 2010

- Recruiting and managing of the staff
- PR and marketing
- Creating advertisements and publicity materials