

# JANI VIRTANEN (43)

## BUSINESS, MARKETING AND SALES EXECUTIVE

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Born: February 15th, 1972 in Espoo  
Citizenship: Finnish  
Marital status: married, 2 kids

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### I have a passion for digitalization

Digitalization changes the business and ways to market and sell. Change is inevitable, but only few companies in Finland have the understanding, skills and resources to implement that change. My mission is to help companies understand the change caused by digitalization in business, marketing and sales and bring about that change.

## ABOUT

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One of Finland's most experienced and recognized visionary and doer in marketing and sales in the digital era. During his 20 years career has founded two digital marketing agencies, one management consultancy and led over 130 digital, marketing and sales projects for top B2C & B2B brands.

Industries and major clients in years 1995-2015

- ICT (Tieto, Nokia, Motorola, Sonera)
- Real estate (Realia Group, Huoneistokeskus)
- Construction (Tekla, Future Group)
- FMC (Mars, Sony, Danisco)
- Finance and insurance (Varma, Nordea, Forex, Sampo)
- Startups (numerous)

## SKILLS

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- Leadership
- Entrepreneurship
- Management
- Strategy
- Sales
- Sales Management
- Marketing
- Marketing Management
- Marketing Communications
- Digital Business
- Digital Sales
- Digital Marketing
- Social Media
- PR

## WORK HISTORY

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01.2014 -

### **HOPPER ADVISORS OY (HELSINKI)**

**CEO**

- I followed my passion for growth creation and founded Hopper Advisors Oy (01/2014) to help companies looking for exceptional growth.
- For customers I work as Marketing and Sales Supertemp (interim executive).
- My clients include: Eficode Oy, Tikon Oy, Klarigo Oy, Nepton Oy, Nexetic Oy, Future Group Oy, Royal Ravintolat Oy.
- References: [www.hopper.fi](http://www.hopper.fi)

9.2011 - 12.2013

### **McCANN WORLDGROUP OY (HELSINKI)**

**Deputy CEO**

- I joined world's biggest advertising agency McCANN Worldgroup at August 2011 after it bought BrandSon Oy.
- In McCann I was responsible for leadership, international clients, new business development, digital marketing competences and services.
- I worked also a strategist and client director for Huoneistokeskus, Realia Isännöinti, Varma, Tieto, Krogerus, Dovre and Tekla.
- I left McCann to establish Hopper Advisors Oy.
- Reference: Mr Petteri Lillberg, CEO, McCann Worldgroup Oy (2010-). Tel. +358 50 35 91 572

06.2004 - 08.2011

### **BRANDSON OY (HELSINKI)**

**CEO**

- I found BrandSon and led company as CEO.
- BrandSon was a digital business and marketing consultancy focusing on TOP-500. It employed on average 12 consultants.
- In years 2006-2010 I sold and led client projects for total value of 5.4 milj. euros. These projects generated 1.4 milj. euros net profit for the company.
- My clients included; Tieto, Nordea, Forex, Huoneistokeskus, Sony, Mars, Europcar, Realia, Danisco and Ekahau.
- The company was bought by McCANN Worldgroup at August 2011.
- References: Mr Juha Juosila. Marketing and IT Director, Realia Group (2010-2013). Tel. +358 40 55 77 555 or Mr Ville Paasonen, Managing Director, Sony Finland (2007-2012). Tel. +358 40 90 22 764

05.2001 - 05.2004

### **C-QUEST PARTNERS OY (HELSINKI, LONDON)**

**Managing Partner**

- I found management consultancy C-Quest Partners Oy in 2001 with four experienced partners. We had offices in Helsinki and London.
- We focused on two areas; marketing management and business processes consultancy.
- I was responsible for leading the company and marketing management activities.
- Our major customer were Nokia Oyj and British and Finnish health care industry.
- In 2004 we restructured the company and introduced BrandSon.
- Reference: Mr Anssi Mikola. Chairman of Board, C-Quest Partners Oy (2001-2004). Tel. +358 400 453 612.

**08.1997 – 04.2001**     **RTSe PLC (ESPOO, LONDON)**  
CEO, co-founder

- I was headhunted to establish Internet consultancy with rapid growth strategy in international new media markets.
- We started RTSe with three founders and 16 employees in Finland year 1997.
- After eight company acquisitions in Finland, UK, France and USA, the company was listed on London Stock Exchange in December 1999 with almost 300 employees.
- I was responsible for leading the company, its offering, business strategy and new business. Also I took part in M&As and growth strategies. I was located 1999-2001 in our HQ in London.
- My clients included; Conventum, Sonera, Tesco, Amadeus, Motorola.
- I returned to Finland in 2001 and was responsible to sell our Finnish subsidiary RTSe Finland to venture capital company Holtron Partners.
- Reference: Mr David Ward-Perkins, Chairman of Board, RTSe Group PLC (1999-2003). Tel. + +44 1670 516 652

**01.1996 – 7.1997**     **NEDECON OY (HELSINKI)**  
Consultant

- I worked as an Internet Consultant in Nedecon which was one of the first new media companies in Finland.
- In 1999 Nedecon came the first new media company to be listed on Helsinki Stock Exchange.
- My work was new business development by advising Finnish companies about Internet business possibilities, planning and building their Internet strategies, www-pages, intra- and extranets.
- My customers included; Kesko, Benefon, Vaisala, HOK, Sampo.
- I was best performing consultant in Nedecon particularly in generating new business.
- Reference: Mr Jesse Jokinen, Managing Director, Nedecon Oyj (1994-2001). Tel. +358 40 501 9150

## **EDUCATION**

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Helsingin kauppakorkeakoulu (HSE)

- Master's Degree, Marketing and Finance (1991-1997)

Tapiolan Lukio (high school)

- Matriculation examination (1988-1991)

## **LANGUAGES**

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Finnish (*Native proficiency*)

English (*Full professional proficiency*)

Swedish (*Limited working proficiency*)

German (*Limited working proficiency*)

## **INTERESTS**

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Running, skiing, motorbiking, hunting, reading and blogging.

## I A FEW FUN FACTS ABOUT ME

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- One of the most popular bloggers in Markkinointi & Mainonta ([www.marmai.fi](http://www.marmai.fi))
- Well-liked speaker in business seminars (topic: digitalization and sales)
- Selected top e-business influencer in Finland in 2001 (by Talouselämä)
- As a hobby owned the legendary Helsinki restaurant Kaivohuone (1999-2004)
- Was first ever in HSE to write master's thesis about Internet marketing (1996)

## QUOTES

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"It's always a true pleasure to work with Jani and to be inspired by his ideas."

*Aki Antman, CEO, Sulava*

"Many just talk. Many just do. Jani does both."

*Aarne Aktan, CEO, Talentum*

"Jani is one of the most creative persons I've met in marketing business in Finland. Sparkling ideas but still a tight focus on results."

*Tarja Mäkinen, Director, Deloitte*

"Jani is for heart and soul pure marketing & sales pro packed with win-win attitude. Always spark for fresh ideas."

*Jarkko Virtanen, Marketing Director, CGI*

"Jani is an inspirational visionary with a refreshing view of the future of business."

*Anssi Mikola, Co-Founder, Megaklinikka*

"Jani is a true digital guru whose expertise exceeded all our expectations. It was one the most pleasant web site and brand renewals that I have ever gone through."

*Olli Sotka, Marketing Director, Krogerus*