



# Business & Marketing Designer

## Jani Virtanen

- **Date of birth:** 15.02.1972
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### Profile

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As a Business designer, a director in growth, marketing and sales, digital business and AI, I specialize in assisting company owners in augmenting their organization's value.

With over 25 years of experience as a dedicated entrepreneur, I have successfully cultivated the value of various companies, having sold two of my own enterprises. Since 2014, I have been committed to helping numerous business owners enhance their company's worth prior to exits, acquisitions, or capital raising initiatives.

In addition, I have worked as a marketing strategist & designer and overseen more than 100 branding, marketing, and digitalization client projects during my tenure as a CEO in marketing agencies and ICT.

I bring extensive expertise, deep industry insight, and a strong network of top-tier resources to support companies in driving value creation and accelerating growth through the development of distinctive, high-demand brands.

### Work Experience

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01/2014 – present  
Espoo, Finland

#### **Business & Marketing Designer, owner Hopper Advisors Oy**

Hopper is my tool and development company that I own, through which I realize my passion to grow companies and their value. Hopper supports owners and top management in excelling and expanding by digitizing their business operations, brand identity, and marketing strategies.

Get to know me, my work, and what people say about me at: [hopper.fi](https://hopper.fi)

04/2023 – 12/2025  
Espoo, Finland

#### **CEO, co-founder DeliwiAI**

DeliwiAI was an AI start-up leveraging Microsoft technology, and I was one of its founders and investors.

From day one, the company's mission and goals were extremely ambitious. Our SaaS application was designed to revolutionize how companies identify hidden expertise and share resources. The company was built to succeed globally — nothing less would have been enough.

The unprecedented pace of AI development surprised us, as it did much of the world. By the time our product was completed at the end of 2024, Microsoft's own AI solutions were already competing with ours. Global expansion was no longer realistic, so we decided to place DeliwiAI's operations on hold.

10/2021 – 11/2022  
Helsinki, Finland

#### **CEO - Board member Midpointed**

After serving for two years as Interim Director, I was appointed full-time CEO. During the preceding two years, the company's revenue had nearly doubled to €3.2 million. As CEO, I refined our strategy and established a new business unit, Microsoft Modern Work.



## Work Experience

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My tenure with the company wrapped up in November 2022, at which point I also exited my investment in the company.

09/2019 – 05/2021  
Helsinki, Finland

### **Interim CMO - Board member Midpointed**

I serve as the Interim Growth and Marketing Director of Midpointed, a 25-person ICT company.

The company's revenue growth had stalled in previous years. Upon my appointment, we agreed together with the owners and board members on ambitious development and growth targets for the next three years. Delivering growth was my primary responsibility.

At the same time as I joined in this interim executive role, I made a capital investment in the company and became a member of its Board of Directors

09/2011 – 12/2013  
Helsinki, Finland

### **Deputy CEO McCann**

I joined advertising agency McCANN Worldwide Helsinki after it bought my company BrandSon. I was a marketing strategist for key our clients, new business, digital strategy and marketing services.

06/2004 – 08/2011  
Helsinki, Finland

### **CEO, owner Brandson**

I found BrandSon in 2004. BrandSon is a digital business and marketing consultancy focusing on TOP-500. It employed on average 12 consultants.

By boosting and digitalizing our customer's businesses during period of 7 years in business we generated 7 million in turnover and 3 million in profit.

Company was bought by McCANN in 2011.

05/2001 – 05/2004  
Helsinki, Finland

### **Managing Partner C-Quest Partners Oy**

I co-founded C-Quest Partners Oy in 2001 with four experienced partners. We focused on marketing strategy and business processes consultancy.

In 2004 we restructured the company and introduced BrandSon.

08/1997 – 04/2001  
London, UK

### **CEO, co-founder RTSe PLC**

RTSe was a new media company, founded in Finland with 16 employees in 1997. After rapid growth and company acquisitions in Europe and USA the company was listed on London in 2000 with over 300 employees.

I was responsible for leading the company, it's offering, business strategy and new business.

Year 2001 we sold RTSe to venture capital company Holtron Partners.

01/1996 – 07/1997  
Helsinki, Finland

### **Internet Consultant Nedecon Oyj**

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.



## Work Experience

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. I was best performing consultant in Nedecon particularly in generating new business.



## Education

01/1991 – 12/1997

**Master's Degree, Marketing and Finance**  
**Helsingin kauppakorkeakoulu**

01/1988 – 12/1991

**Matriculation examination | High School**  
**Tapiolan lukio**



## Languages

Finnish  
**NATIVE**

English  
**FULL**

Swedish  
**LIMITED**

German  
**LIMITED**



## Hobbies



Writing



Running



Motor biking



Skiing



## Skills

### - BUSINESS

Leadership

Business strategies

Sales

New Ventures

Fundraising

M&A

B2B

B2C

### - IT

Web

Microsoft

Google

AI

### - MARKETING

Marketing Strategy

Branding

Brand management

GTM

Advertising

Digital marketing

Social media

PR

Creativity

Identity

Design

Copy writing



## Family

I'm a professional enthusiast and I love working. However, my family is always my number one. My family includes my wife, my sons aged 19 and 16, my daughter who is 14, and Fredde the dog, 6 years old.