



## **CV; ERKKI JÄRVINEN**

Born April 06,1960 in Helsinki

**M.Sc.** (Economics, Helsinki School of Economics, International Marketing) 1984

**LIFIM long course** 2002

**Stanford Executive Program SEP**, Stanford University, Palo Alto 2005

**Military service** 1983-1984, rank staff sergeant (ylikersantti)

**National Defence Course** (Valtakunnallinen Maanpuolustuskurssi) 2003

### **Recent career history:**

**Snellman's President and CEO 2/2018 - 5/2023**

-> growing the company turnover from 290 M€ to 420 M€ on a stable market

-> improving the company profitability to an all time high level

-> realizing four acquisitions in Finland and Sweden

**Tikkurila's President and CEO 1 / 2009 - 1 / 2018**

⇒ listing of the company 2010 (IPO from Kemira), improving efficiency, continuing to internationalize the operations (84 % of the turnover today from outside)

- Finland) and boost profitability
- ⇒ building and supporting the strong brands (Tikkurila, Alcro, Beckers, Teks); 17 % of turnover invested in sales & marketing
- ⇒ enlarging foreign ownership of the company (5 % => 47 %)
- ⇒ changing the organizational structure and way of working, reshaping the Management Team (from 14 members to 5)
- ⇒ finding new markets to compensate the collapse of the Russian market (used to be the biggest market of Tikkurila); big geographical transformation in 2015-2016
- ⇒ turnover 600 MEUR, very high profitability (11 % EBIT), production in 10 countries, market leader in Russia, Sweden, Finland, the Baltics, one of the strongest in Poland

### **Current Positions of Trust:**

Tokmanni Oyj, Board member 2018-, Deputy Chairman of the Board 2024-, Chairman of the Audit Committee 2019-

Fodelia Oyj, Board member 2024-

MCF Corporate Finance, Industry Adviser, 2023-

### **Recent Positions of Trust:**

YIT Oyj, Member of the Board 2013 - 2019, Chairman of Audit Committee 2016 -2019.

Snellman Oy, Member of the Board since 2011, Vice Chairman of the Board 2012 - 2018.

Association of Finnish Advertisers, Member of the Board 2009 - 2017. European Coatings Association CEPE, member of the Board 2013 - 2017. Finnish Chemical Industry, member of the Board 2009 -2017.

Finnish Paint Association, member of the Board 2009 - 2017.

Helsinki Region Chamber of Commerce, member of Vantaa Regional Board since 2010, Chairman 2013 - 2017.

Helsinki Region Chamber of Commerce, member of the Council 2010 - 2017.

International Chamber of Commerce, Finnish Section, member of the Council 2012 - 2017.

Confederation of Finnish Industries (EK), member of the Helsinki Region Council 2011 - 2018.

Taloudellinen Tiedotustoimisto TAT ry, Member of the Board 2007 - 2018.

### **Some previous Positions of Trust from the history :**

Luottokunta, Member of the Supervisory Board, 2006–2008.  
IBA, International Book and Press Retailers Association, Member of the Board 2002–2008 and Chairman of the Board 2006–2008.  
Federation of Finnish Commerce, Member of the Board, 2005–2008.  
Finnkino (the leading Cinema Multiplex operator in Finland and the Baltics), Chairman of the Board 2001-2008.  
Suomalainen Kirjakauppa (the leading Finnish Bookstore chain), Chairman of the Board 2001-2008.  
Pressco (= Lehtipiste, the leading Press Distributor in Finland), Chairman of the Board 2001-2008.  
Jokerit HC (the Multipurpose Venue Hartwall Areena & the Hockey Club Jokerit), member of the Board 2001-2009.  
Color Line Arena Hamburg GmbH (the Multipurpose Venue), Chairman of the Board 2003-2006.  
Finnish Institute of Management, LIFIM, Member of the Board, 2005–2008. LIFIM / Sannäs Manor Ltd., Vice Chairman of the Board 2008-2010.

### **Previous Career History:**

**Rautakirja Oy**, President and CEO of the Group 2001–2008

- ⇒ the retail arm of Sanoma, responsible for a turnover of 850 MEUR with high profitability (R-kiosks, Finnkino, Lehtipiste, Suomalainen Kirjakauppa, Jokerit HC) ⇒ nurturing and starting to cross-leverage the strong brands
- ⇒ strong internationalization of the operations (cinema multiplexes, convenience stores, press distribution, bookstores, multipurpose arena operations)

**Sanoma Oyj**, member of the Executive Management Team 2001-2008

- ⇒ responsibility to steer the leading media company in the Nordics ⇒ the internationalization of Sanoma operations (digital and conventional media, learning, retail operations)

**Rautakirja Oy**, Senior Vice President, Kiosk Operations, 1997–2001

- ⇒ strong internationalization of kiosk operations to the Baltics, Russia, Czech Republic and Romania
- ⇒ changing the traditional kiosk concept towards a convenience store model
- ⇒ organizational development
- ⇒ the most profitable retail operation in Finland (EBIT percentage) in Finland

together with Stockmann

**Siljans Knäcke AB, Managing Director, 1995–1996**

- ⇒ acquiring and integrating the company to Cultor / Vaasamills
- ⇒ developing the sales network to Scandinavia
- ⇒ acquiring the crispbread business of Raisio in Finland and moving it to Rättvik / Sweden
- ⇒ managing the operations from Stockholm & Rättvik / Sweden 1995-1996

**Cultor Ltd. / Vaasamills Ltd, Vice President, Marketing (Nordic), 1991–1996**

- ⇒ running and developing the crispbread business in Cultor Ltd.
- ⇒ turnover 300 MEUR with high profitability
- ⇒ enlarging the product portfolio

**Vaasamills Ltd, Marketing Manager, 1990–1991**

**Oy Karl Fazer Ab, Fazer Bakeries, Marketing Manager 1988-1990, Product Manager 1984-1988.**

- ⇒ commercial (P & L) responsibility for the products of Vaarala Unit (Fazerila)
- ⇒ responsibility of the internationalization project of Fazer Bakeries 1988-89
- ⇒ responsibility of the identity renewal project of Fazer 1989

**Strengths and experience:**

Leadership skills, growing the company both organically and through M&A activities, brand building, sales & marketing, supply chain network optimization, innovative R&D, franchising operations, listing a company, stakeholder communications

Award for Best Investor Relations / Best Finnish CEO 2014 - Mid Cap (IR Nordic Markets / Regi)

**Past time activities:**

Spinning, gym, spectator sports, summer cottage, travelling