

Joonas J. Järvinen

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International all-round marketing and digital solutions professional with extensive cross-functional expertise in the fields of sales, product management, and technology. Marketing architect with creative and analytical mindset and demonstrated capability to manage successful implementations and lead multidisciplinary teams.

Employment History:

MCI USA (McLean) Director of Digital Innovations 11/2016 – present

Global event management and marketing agency. www.mci-group.com

- ⦿ Digital marketing strategy and development for the company and its clients, including building brands, positioning, and reaching new markets. From design to planning, budgeting, and production.
- ⦿ Leading digital marketing and communications initiatives to drive audience engagement and sales by designing 360° marketing strategies and tactics including marketing automation, digital advertising, web development, social media, email, content development, and lead generation and nurturing.
- ⦿ Successful digital transformation projects for clients including marketing and communication, client acquisition and engagement, lead generation, online presence, expansion, and digital innovation.
- ⦿ Established and managing the Digital Marketing Services department and external resources.

MCI Group (Geneva) Head of Sales & Marketing Technology 8/2010 – present

- ⦿ Managing the design and rollout of MCI's CRM and customer acquisition and lead nurturing strategy.
- ⦿ Leading digital transition and managing Marketing Services Department and Business Intelligence Unit with cross-functional team of marketing, sales, BI, and technology specialists.
- ⦿ Developing company's digital marketing, online assets, marketing automation and audience engagement.

MCI Spain (Barcelona) Marketing Director 8/2010 – 10/2016

- ⦿ Marketing strategy and planning, business intelligence, and business development.
- ⦿ Strategic and tactical marketing consultancy for ICT, public administration, NGO's, and healthcare.
- ⦿ Projects in Europe, Latin America, USA, and Asia including sales and marketing improvement, expansion, go-to-market, product development and launch, and digital strategy.

MCI Spain (Barcelona) Sales & Marketing Director 2/2008 – 8/2010

- ⦿ Sales and service strategy, business development and sales lead, P&L, member of the executive committee.
- ⦿ Marketing and design team lead and managing marketing and communications strategy.
- ⦿ Business and product development with re-focus of service portfolio with 60% growth in 3 years.
- ⦿ Marketing consultancy for government, pharmaceutical, travel, non-profits, and technology clients.

NTRglobal (Barcelona) Online Marketing Manager 6/2006 – 2/2008

International SaaS company providing helpdesk solutions. www.ntrglobal.com

- ⦿ Global lead generation, advertising, and customer engagement. Natural and paid search optimization.
- ⦿ Product management and managing the digital marketing team. Website development and online sales.
- ⦿ Developed and optimized a digital marketing plan internationally. After founding the department over 70% of new sales originated from digital marketing initiatives boosting company's high growth globally.

Barcelona International Convention Centre Marketing Associate 4/2005 – 6/2006

Europe's leading convention center. www.ccib.es

- ⦿ Business Intelligence and Market research. Segmentation, positioning and product strategy.
- ⦿ Marketing planning and activities. Design and launch of CRM and defining of the sales process.
- ⦿ Converting a newly opened venue into the market leader in Europe for large international meetings through data driven marketing and sales strategy.

Digia (Helsinki) Marketing Manager 7/2002 – 8/2004 & **Product Manager** 8/2000 – 7/2002

Finland's blue chip IT-solutions provider. www.digia.com

- ⦿ Marketing planning and tactics, partner management and channel support.
- ⦿ Product management with the successful launch of 4 software products.

Employment History (continued):

Fujitsu Invia (Helsinki) Concept Designer 3/1999 – 7/2000 & **IT-specialist** 5/1998 – 3/1999

At its time the leading e-commerce and web development company in the Nordics. www.fujitsu.fi

- ⊙ Production of the leading e-commerce, intranets and websites in the Nordics. Interface and usability design.

Merck, Sharp&Dohme (London) Warehouse Operative 1997 & **Marketing Assistant (Helsinki)** 1996

Education:

- ⊙ **Executive MBA.** ISEAD – Universidad Complutense 2011. Madrid, Spain.
- ⊙ **Post-graduate** degree in **Digital Business.** Mercuria Business School 2003. Helsinki, Finland.
- ⊙ **Bachelor of Business and Administration.** Helsinki University of Applied Sciences 2000.
- ⊙ **Certifications** in Project Management, Sales & Account Management, and IT solutions design.
- ⊙ Studies in Finland, United States, China, Sweden, and Spain.

Skills:

- ⊙ **Strategy:** Business development, product and service design, go-to-market, and expansion
- ⊙ **Management and Leadership:** 15 years of management experience. Project management, cross-functional management and collaboration including sales, marketing, operations, legal, and IT
- ⊙ **Communications:** Comfortable with board and C- level interaction. Ability to interact and manage technical, creative, and operational profiles. Among the highest-ranking managers according to employee, supervisor, and peer assessments as well as in consulting engagements
- ⊙ **Industries:** Extensive international experience (B2B & B2C) from various industries including marketing services, ICT, healthcare, engineering, hospitality, government, professional associations and non-profits. Subject Matter Expert at MCI Healthcare Centre of Excellence
- ⊙ **Innovation and Digital Design:** Digital transformation, marketing & sales ecosystem, tools and technologies, planning, processes, design thinking, and organizational change
- ⊙ **Sales:** Business development, sales force effectiveness, proposal writing, sales alignment
- ⊙ **Systems:** Design and implementation experience with major Customer Relationship Management (CRM) products, Association Management Solutions, data integration, and solution development.
- ⊙ **Marketing management:** Strategy, positioning and differentiation, segmentation, creative communications, omni-channel marketing, planning, budgeting, and optimization
- ⊙ **Digital Engagement:** Lead / demand generation, audience engagement, customer experience, Data Privacy Officer for GDPR
- ⊙ **Marketing Platforms:** Major Marketing Automation solutions, content strategy, influencer and content marketing tools, social media management, email marketing.
- ⊙ **Advertising:** Google AdWords Qualified Professional, programmatic marketing, campaign design, and in-depth knowledge of major advertising platforms.
- ⊙ **Online Presence:** Concept design, website development, e-commerce, content management systems, search engine optimization (SEO), SEM/PPC, customer experience, landing pages, analytics & tracking
- ⊙ **Live Communications:** Event design, meeting management solutions, online and hybrid events
- ⊙ **Process Design & Optimization:** product / service design, resourcing, and process improvement
- ⊙ **Analytics & Business Intelligence:** architecture, data visualization and analytics, market research
- ⊙ **Languages:** Finnish (native); English, Spanish (bilingual fluency); Swedish, Catalan, German (good)

Additional Information:

- ⊙ Product strategy, marketing consultancy and advisory for software start-ups and SME's 2009-2018.
- ⊙ Frequently requested guest speaker for marketing, event management, and digital transformation: University of Deusto and University of Barcelona, Destination DC, MCI Institute, Convention Bureaus
- ⊙ Military Service - Finnish Armed Forces: Telecommunications specialist 1996 to 1997.
- ⊙ Voluntary marketing and counseling work for Spanish Association Against Cancer.
- ⊙ Personal interests: avid fisherman, science enthusiast, part-time rock musician, Sunday afternoon carpenter, frustrated tennis amateur, global citizen, runner, experimental chef, and a proud father.
- ⊙ Valid work permit for the U.S. and European Union.