

Curriculum Vitae

Personal and Contact Information

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Executive summary

Highly motivated-individual with proactive attitude and entrepreneurial spirit for continuous personal development. Broad experience in a variety of roles in the automotive industry, ranging from car racing and product development to professional writing, team leadership and strategy

Education

BSc in Engineering, Helsinki, 2008–2012

Bachelor's degree in Automotive Electronics Engineering, Graduation day May 25th 2012 from Metropolia University of Applied Sciences

Bachelor's thesis: Measurements for Electric Cars (made for Tekniikan Maailma, Finland's leading magazine and the biggest all around technology magazine in Scandinavia - thesis focuses on measuring energy consumption and discusses what effect the testing conditions have on the range and charging time of electric vehicles)

Combination Degree - High School and Vocational School (Auto Mechanic), Helsinki, 2005-2008

Work Experience

Jaguar Land Rover, Global Product Strategy, Powertrain Strategy Engineer (2017-2018)

- ✓ **Powertrain and Electrification Strategy** for future Electric and Sports cars (in market 22'-26'). Lead interface of the team for negotiating the powertrain line-up through Strategy Phase, Tracking and assessing system constraints and limitations (technical, complexity, capacity, cost, timing)
- ✓ Analyzing and researching future trends, technical development and capability (batteries, motors, electrification), aligning and comparing powertrain strategy to competitors and future market, collecting and presenting data and evidence to support planning and judgmental decision
- ✓ Leading process activities; clarifying and documenting processes and procedures, improving collaboration, working methods, documentation and evidence collection

Jaguar Land Rover, Electrified Powertrains, Project Engineer (2015 –2017)

- ✓ **Project Engineer in the Hybrid Controls Team** - Co-ordinating the development of embedded software features. Coordinating the work of 25 controls engineers; responsible for planning, resource and task allocation within the development team

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- ✓ External interface of the team for planning and tracking activities to multiple upstream and downstream stakeholders including Hybrid Systems Design Team, Calibration Team, Program Management teams etc.
- ✓ Develop and maintain work and process procedures and work instructions for quality and on time production. Building and developing a high performing team; improving process and team efficiency, adapting Agile philosophy and techniques into team working practices

Tuulilasi Magazine, Future Department, Producer and Developer (2014 – 2015)

- ✓ **Member of the Development Team** - Developed Tuulilasi magazine, media brand and strategy; executed media industry and consumer behavior analysis and risk management. The position required understanding of how the digitality and social media influence on print media and how the automotive industry will be transformed over the next decade
- ✓ **Producer in the new Future Department** - Created and developed new article types and new storytelling narrations; recruited new project assistants (guidance and training); published several articles and columns regarding future of transportation and automotive industry

Tekniikan MaaIlma Magazine, Editor and Test driver (2010–2014)

- ✓ **Editor** - Several published articles concerning automotive industry, trends, electronics and technologies. The position as an editor demonstrates my wide understanding of automotive industry and technologies and ability to learn new things quickly
- ✓ **Test driver** - Participated in the multiple comparison tests, including winter tests in Lapland as well as launch events, trainings and corporate events hosted by leading car manufactures abroad. Published several articles from the events
- ✓ Member of the Board in Journalists of Automotive and Transporting association (2012-2014), Member and judge in Women's World Car of the Year organization (2014)

Metropolia Motorsport, Formula Student Team (2008–2011)

- ✓ **Team Manager** - Led the team of 25 male students with responsibilities in e.g. Project management, production time management, development process, setting budgets and project time scales and deadlines, holding weekly internal meetings on progress
- ✓ Managed funding, business relations, public and media relations, recruited and guided new team members, organized and led a big launch event
- ✓ Project implementation; Developed and launched the new project model (Electric Formula Student team)
- ✓ **Electronics Manager** - Led the Electronics Department, gained experience about CAN network systems, data logging, designed and built wiring harness, recruited and guided new team members
- ✓ **Junior Designer** - Worked in the electronics and chassis development

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- ✓ Metropolia Motorsport team led by me achieved the first win of the team's ten year history. Team was also recognized by the Finnish car racing association with Pro Motorsport Finland Award for active promotion of Finnish racing car expertise abroad
- ✓ In addition, received a personal recognition award and sponsorship by the Henry Ford foundation for successful team leadership and development

Other positions 2001-2009

Involving customer facing experience both in sales and service provisioning in the automotive industry. Achieved positive customer feedback and employer recognition thanks to my technical expertise, positive energy and attitude towards serving the customers. Each of the roles required taking initiative and planning the work independently according to changing situations

Carlin Motorsport - Racing Car Mechanic (worked six months in England with Formula 3, Formula Renault 3500 and Formula BMW racing cars as a mechanic)

Autoracing - Spare parts sales, customer service

Ahvenisto Circuit - Track maintenance and renovation, customer service, driver coach, vehicle maintenance

Tattarisuo Go-kart Circuit - Track maintenance, customer service, driver coach, vehicle maintenance

Basilica Restaurant - Waitresses

Racing Career (1997–2010)

My car racing history demonstrates high achievement to drive, ability to work as a Team Leader, test and develop a race car and work in a team-based environment and operate a wide variety of tools. Seeking for sponsorship has taught me making connections and managing business affairs with senior stakeholders. I have grown as a person in extreme circumstances; as a professional athlete

- ✓ Auto racing since six-year-old on national and international levels, nominated Finland's best female driver in 2004, member of the Finnish National Team for racing drivers 2003-2005, AKK racing mechanic school 2009
- ✓ *Legends Trophy*: Several national level podium places 2006-2010; Rookie of the Year 2006, Finnish and Nordic Championships 4th place overall seasons 2010 and 2009
- ✓ *Kart racing*: Several national level podium places 1996-2002; Finnish Championships cup 5th overall 2003, 2nd overall 2004, Nordic Championship 4th 2004
- ✓ *Open wheel formula cars*: experience with Formula Ford, Formula Renault 1600 and Formula BMW