



## PROFILE

I am hard working person with flexible, entrepreneurial working attitude, and customer centric mindset.

I have strong technical and business background with long and versatile work experience. Hence, I am good at developing the end-to-end performance together with internal and external organizations.

By today, I have been establishing three start-up with totally new kinds of set-up compared to traditional businesses. One is relating to my own hobby, boating and fishing, second is relating to individual owned cars and its capability to earn money for its owner, and third, application is relating to personal timetable for the service providing or own stuff renting/leasing purpose.

I am committed to constant change. Even my doctoral thesis "*Business Model change as a dynamic capability*" consist of 40 impact factors for the continuous business improvement.

# MARKO JUNTUNEN

## EDUCATION

### University of Oulu

03.2013 – 10.2017

D.Sc. Economics & Business Admin, International Business.

### University of Oulu

06.2012 – 02.2013

M.Sc. Economics & Business Admin, International Business, GPA 4.5/5.

### University of Oulu

08.2010 – 07.2011

MBA, Full-time, GPA 5/5, Best in a class with two stipends.

### Oulu Technical School

08.1990 – 05.1994

Engineer, Machine automation.

## WORK EXPERIENCE

### Business School of Oulu University, Project Manager

10.2024- ongoing

Leading a project with a focus of handprint, meaning on how the companies may even get more revenue by having the products that makes good for the environment of nature. The "Handprint" approach focuses on positive contributions to sustainable development.

### Rautajyry Oy, Partner, Director of board, CEO

(established 08.2013) 08.2020–09.2024

Establishing start-up with two business partners. Our Bonete -products are designed in Finland, manufactured in China, and sold to Finnish consumers in own web store. I have designed and commercialized over 50 new HW -products and invent 10 design protections and two utility models for the boating segment. In year 2022, we got three investors for the B2B growth, unfortunately too many environmental business risks were realized just after that, and growth seemed too hard.

### Business School of Oulu University, Researcher, Project Manager

03.2013–07.2020

Business researcher in 10+ national and international TEKES, Business Finland, and ELY -funded programs. Research was focusing mainly to innovation, strategy, new businesses, and business transformation. Involved in for over 40 business cases and almost 100 business ideas in consultative role. Managing research project teams with 2-8 researchers (i.e. doctoral students, doctors, and professors).

### Trainer, Rastor Oy & part-time Teacher, OAMK & Senior Consultant, OBN

07.2010-05.2015

Teaching SME companies with three topics in Rastor; Corporate internationalization, me as an entrepreneur, and how to make and use the business plan. Teaching 4<sup>th</sup> year engineer students with two topics in OAMK: Purchasing and subcontracting, and corporate strategy. Offering business related consultancy in OBN for Finnish SME companies in various industries.

### Nokia Siemens Networks, Head of business excellence, Radio platform

03.2007–05.2010

Operative line manager for 15 managers, who were responsible for the business improvement projects and customer satisfaction. Leading the development, implementation, and maintenance of E2E- processes,

## **KEYWORDS**

Entrepreneurial attitude  
Customer -oriented mindset  
E2E- process, tools, and metrics  
Continuous improvement

## **CONTACT INFORMATION**

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tools, competences, targets, and metrics of big (xxxM€) customer support organization. It was great effort due to reason of Nokia-Siemens merger in 2007.

### **Nokia Networks, Head of operations, Radio networks**

01.2006–03.2007

Operative line manager for 12 managers, who monitored and derived the business improvement projects and customer satisfaction. Lead partner management, and E2E- tools, processes, competence, targets and metrics of large customer support organization. Group member of NSN pre-merger activities (customer E2E processes & tools after day 1).

### **Nokia Networks, Manager, customer support, Radio access**

01.2002–12.2005

Leading the 2<sup>nd</sup> generation base station customer support activities in phase of product maintenance. Operative line manager for 25-30 experienced product specialists. Other responsibility was to establish and implement the needed E2E- processes, tools, and metrics to improve the customer satisfaction and operational performance of business unit.

### **Nokia Networks, Manager, area competences, LAM customer service**

01.2001–12.2001

Responsible of telecom network installation quality and resources for the installation and commissioning work inside South America (Brazil, Peru, Chile, Venezuela, Columbia). Operative line manager for 50 Nokia's engineer and over 100 subcontractors. Establishment of new team to Brazil by recruiting about 25 new local engineers and 10 expatriates.

### **Nokia Networks, Manager, partner management, China customer service**

01.2000–12.2000

Responsible of telecom network partner management. Establishment of "work license" certification process and working practices. Operative line manager for four partner managers, who lead the regional partner managements. In this time, an average, over 1000 subcontractors from 30 local and 20 international firms were used in a daily basis.

### **Nokia Networks, Manager, Network implementation, East China**

01.1999–12.1999

Responsible of telecom network implementation resources and installation quality of Eastern China region. Operative line manager for 35 Nokia engineers and 50-100 contractors. Recruitment of 15 local engineers and 15 expatriates for the team of Eastern China region. Involved in the customer meetings related to implementation quality.

### **Nokia Networks, Installation planner and supervisor, Europe**

01.1998–12.1998

Responsible of telecom network implementation supervisor and planning work of various projects inside the Europe. The planning work was including the auxiliary material and product orders from the different international vendors. The supervisor work was including the customer communication and subcontractor coordination work.

### **Nokia Networks, Design Engineer, Radio products**

01.1996–12.1997

Responsible of base station cabling research, development and maintenance. In maintenance, the main responsibility was to decrease the costs of manufacturing. Beside to this, I was responsible for product manufacturing transfer from Finland to subcontractors in England.

### **Peace keeping forces of United Nations, Electrician, Post camp leader**

01.1995–12.1995

Work as an electrician and post camp leader in Macedonia. Team leader for 11 people with all the responsibilities such as guarding, observation, and patrol.