

Jari Hietala

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About Me

I am an experienced business development professional currently located in Bangkok running my own consulting firm. I am originally from Finland, but I've spent most of my professional career outside my home country. I used to work as a management consultant for 20 years of my life facilitating international success and growth for my clients mostly coming from energy, environment and manufacturing industries. Perhaps my most valuable, unique skill is developing and managing sales channels and partnerships based on huge amount of global consulting projects with hundreds of companies.

Key Skills

Management & leadership:

- **Strategizing and implementing** – During my long career I have been privileged to manage or participate several major change programs in multi-cultural environment starting from strategy creation to implementing the chosen strategies with key people and other employees. I have experience from companies in severe crisis and from companies developing new business and growing fast.

Business Development & internationalization:

- **Sales Channel Development & Management** – Managing external sales channels is a challenge in every company and only a few master it well. In my 20 years long career in Finpro most of my client assignments were directly or partially related to this topic. The methods and disciplines developed based on the vast experience is a unique asset, which I am now leveraging in my post-Finpro career.
- **International business development** – My work at Finpro was by definition “management consulting” focusing on helping companies to succeed in international markets. During my Finpro career I managed or participated hundreds of internationalization assignments of Finnish companies representing a wide spectrum of industries such as energy, environment, forest technology, health care, engineering, construction machinery, mining equipment, communication technology etc. However, my main industry focus was in renewable energy and environmental technology businesses. This vast experience has given me unique and valuable knowledge capital to be utilized in my future career.
- **Consulting disciplines & concepts** – I played the leading role in the development of Finpro's consulting services since 1998 from defining Finpro's total service offering to practical methods, tools and templates used by Finpro's global network worldwide
- **Unique network of high value contacts** – Finpro is a public-private-partnership type of organization. The official status of Finpro as the representative of Finnish commercial interests gave me the possibility to establish a wide network of high value contacts both in public and private sectors

Languages

- **Finnish** – Native
- **English** – Fluent written and spoken
- **Swedish** – Fair written and spoken
- **German** – Fair written and spoken

Employment History

Asia Sales Channels Limited

*CEO & Founding Partner, location Bangkok
(January 2016 – Present)*

Vahterus Oy

*Vice President Asia, location Hong Kong
(January 2015 – December 2106)*

Achievements and responsibilities:

- Responsible for business development in Asia
- 10% sales growth during the first year in Asia when at the same time period the global sales revenues declined.
- Totally new sales channel development and management concept conceptualized and piloted in Asia

Finpro

Vice President, Asia, location Hong Kong (November 2010 – December 2014)
Vice President, South East Asia, location Bangkok (October 2005 – November 2010)
Vice President, Western Europe, location London (August 2000 – October 2005)
Senior Vice President, Forest, Energy & Environment, location Helsinki (January 1998 – August 2000)
Trade Commissioner, location Bangkok (August 1994 – January 1998)

Achievements and responsibilities:

- Responsible for a team of 5 – 50 consultants and market analysts depending on the position and location
- Consistently achieved team targets, reaching quantum leap in consulting revenues year after year
- Extremely high client satisfaction scores achieved consistently
- Conceptualization of Finpro's consulting services

Some examples of my client assignments

- Asia strategy, selection of best target markets, support in project portfolio development for a 3rd generation bio-ethanol and bio-chemicals technology company. First project contract with a local energy company was signed in India.
- Waste to energy- demonstration project for the King of Thailand. The plant was built in the province of Rayong in southern Thailand.
- Sales channel development for a technology company in the field of waste recycling (RDF) and landfill compacting in several countries globally incl. Asia, Europe and Americas.

- Sales channel development for a technology company focusing on gas fired power plants in selected Asian markets
- Project search for a company specialized in CDM- projects in South East Asia
- Partner search in Vietnam of a fluidized bed boiler manufacturer

GWS Group

Managing Director, GWS Mertens N.V, location Antwerp, Belgium (1992 - 1994)

Marketing Director, GWS Shop Equipment Division, location Antwerp, Belgium (1991 1992)

Managing Director, GWS (UK) Ltd, location Dartford, UK (1990 – 1991)

Sales Manager, GWS Finland, location Helsinki (1998 – 1990)

Achievements and responsibilities:

- This business was highly unprofitable and the owners had decided to sell the business. I contributed greatly in positive business development and consequently to the sell of the business to a German Wehrhann Gruppe in 1994. The UK subsidiary was sold already earlier as a Management Buyout- deal.
- Responsible for a team of 15 – 200 people depending on my position

Partek PLC (now known as Cargotec)

(1985 - 1988)

Marketing Planning Manager, location Turku & Helsinki, Finland

Achievements and responsibilities:

- Completely new business plan format successfully developed and introduced
- Several national advertising awards won
- Drastic sales increase in some product categories, for example cork tiles

Education

M. Sc. (economics), Turku School of Economics

(1981 - 1985)

- Majoring in Science of Marketing and International trade

Certified Management Consultant (CMC), Liikkeenjohdon Konsultit, Finland

(2010 - 2013)

References

References are available upon request.

Hobbies

I am very interested in traveling and learning new about different cultures.
Other hobbies include guitar playing, golf, squash, tennis and gym