



KIMMO KARIMÄKI

Curriculum Vitae

www.karimaki.fi

PERSONAL QUALITIES

SOCIAL
Excellent networking, communication, and presentation skills

TEAM-ORIENTED
Team leader and team player with positive spark

RESPONSIBLE
Professional responsibility and loyalty, keeping promises and deadlines

INNOVATIVE
Consistently and effectively producing creative new ideas

ANALYTICAL
Understanding numbers and leading with data and facts

KEYWORDS

- #SALES
- #CUSTOMER & USER EXPERIENCE
- #PARTNER & ACCOUNT MANAGEMENT
- #TEAM LEADING
- #PROGRAM & PROJECT MANAGEMENT
- #MARKETING & COMMS
- #DESIGN
- #PRODUCT DEVELOPMENT & RND
- #ENTREPRENEURSHIP

ACCOMPLISHMENTS

- Good track record from various roles with more than twenty recommendations
- Generated roughly half a million new business within a year in HappyOrNot
- In a year grew two of my personal HappyOrNot partners outside top 10 into top 3 HappyOrNot sales partners in Europe, and established Poland as a significant HappyOrNot business country
- Invented user interface patents in Nokia
- Multiple successful projects in different industries
- Marketing materials and messages created by me were used in executive level presentations and speeches publicly in Nokia
- Productised successfully a new software as a service (SaaS) in Leanware
- Lead teams with personal touch which gave long lasting friendships
- Fast graduation from university with good grades
- Gained skills, networks, and views inside and outside technical industry
- Evolved and grew as a person, leader, team player and in my profession

WORK EXPERIENCE




HAPPYORNOT®
DIRECTOR, CHANNEL SALES & PARTNER SUCCESS
 HappyOrNot, Sales | Nov 2017 – June 2020

- Building partnerships and helping companies to grow with customer experience.
- Creating a partner strategy, portfolio and programme ensuring HappyOrNot growth.
- Working as a consultant, coach, analyst, and a strategic partner for sales management.
- With consultant mindset finding, understanding, and formulating the value of Customer and Employee Experience to companies all around the Europe and helping customers together with partners to achieve their short and long-term business and revenue targets.
- Accountable for partner sales and forecasting in Netherlands, Belgium, Luxembourg, United Kingdom, Ireland, Iceland, Poland, Lithuania, Latvia, and Estonia. Setting targets, quotas and goals to the partners ensuring success for both them and HappyOrNot.
- 2019 and 2020 generated several hundreds of thousands of new sales.
- COVID-19 crisis hit the company hard and therefore leaving the company in June 2020.

Leanware/
PRODUCT MARKETING MANAGER & PRODUCT OWNER
 Leanware, Sales & R&D | Aug 2016 – Nov 2017

- Productised a new product, cloud-based Warehouse Management System (WMS), formulated delivery process and led the pilot project. Also working as product owner and key account manager for several companies.
- Leading the marketing and communication for Leanware cloudWMS. Writing press releases, running webinars, and educating stakeholders.

 **Microsoft**
SENIOR MANAGER, QUALITY
 Microsoft, SW Quality | Oct 2014 – Aug 2016

- Leading the project of defining new software quality standard.
- Responsible of top applications' quality statement for devices ready for sales approval, including risks and overall quality recommendation.
- Defining business needs, prioritizing scope, and schedules, finding cost effective solutions and being interface to subcontractors and vendors.
- Project manager of telemetry, big data and traditional test results based ready for sales dashboards and physical control and situation room.

EDUCATION

MASTER OF SCIENCE IN TECHNOLOGY

Tampere University of Technology
Information Technology | Sep 2003 – Mar 2007
Major: Embedded Systems
Minors: Usability, Industrial Engineering & Management

ACCOMPLISHMENTS

Fast graduation with high grades
Workplace already during studies
Friendships forever

GRADES

Grade Point Average: 4/5 Very Good
Master of Science Thesis: 4/5 Very Good

APTITUDES

LANGUAGE SKILLS

Finnish: Native 
English: Fluent 
Swedish: Good 

ICT SKILLS

Design & Web: Photoshop, Premiere Pro, After Effects, InDesign, WordPress, HTML, CSS, JavaScript and SketchUp

Programming: PHP, JavaScript, Python, C++
Some experience also in Java, .NET, C#, Ruby on Rails, QML and Assembly

Office: Outlook, Word and especially PowerPoint and Excel

Other: Knowledge of Unified Modelling Language (UML), basics about SQL databases, telecommunications, and networks

USABILITY

Methods: Contextual inquiry, heuristic evaluation, paper prototyping and use case scenarios

PATENTS

METHOD AND APPARATUS FOR DISPLAYING A WINDOW OVER A SELECTABLE HOME SCREEN
United States US20100146430 A1 / US

DISPLAYING INFORMATION IN A UNI-DIMENSIONAL CAROUSEL
United States US20100205563 A1 / US

PERSONAL INFO

Date of birth: 23rd October 1983
Address: Isomäentie 2 E2, 33950 Pirkkala
Phone: +358 50 4871 501
Email: Kimmo.karimaki@gmail.com



PROGRAM MANAGER & PROJECT MANAGEMENT LEAD

Microsoft & Nokia, Developer Experience | Jan 2012 – Sep 2014

- Leading a global team of experienced project managers in four different locations.
- Prioritizing projects, defining processes, and allocating project management resources.
- Accountable for project coordination and schedules, content quality and readiness, financial tracking, and end to end verification management.
- Responsible for all pre-installed partner applications globally, ensuring that every device has pre-installation plan and controlling it is executed accordingly.
- Working with the biggest and most recognized software and mobile application companies in the world making sure that hundreds of applications shipped with devices meet demanding schedules, have good quality and contracts are valid.

NOKIA

MARKETING MANAGER

Nokia, Marketing & Sales and User Experience Design | Jun 2009 – Dec 2011

- Creating marketing stories, key selling points, marketing materials and public whitepapers about Nokia user interfaces and user experience.
- Analysing competitors with understanding of customer needs, upcoming trends, operator requirements and internal development.
- Giving presentations for external audiences like investors and analysts in Nokia events and having several discussions and meetings with different partners and with the world largest mobile operators.
- Project managing external companies in user experience marketing and concepting and directing several marketing videos.

USER EXPERIENCE DESIGNER

Nokia, User Experience Design | Jan 2008 – May 2009

- User experience lead for several user interface concepting projects.
- Project managing subcontractor companies, creating materials for marketing, and giving presentations to mobile operators.
- Inventor of two user interface patents which were highly visible in Nokia devices and marketing materials

SOFTWARE DESIGN ENGINEER POSITIONS

Nokia | May 2006 - Dec 2007

RELATED EXPERIENCE



FOUNDER OF EMOTION DESIGN (FOUNDED 2012)

www.emotiondesign.fi

- Offering consultancy services based on my experience from different roles.
- Creating and evolving companies' brand, designing visual look and defining their tone of voice. Formulating marketing messages and creating marketing materials.
- Concepting, designing, and developing websites and web-based applications, including apps utilising different hardware, big data, analytics, and SEO.
- Enables to keep touch with design and development work and increases understanding for requirements of entrepreneurship.



CO-FOUNDER OF INDUSTRIAL PRIME OY | 2007 -2017

- Acted as CXO, CTO and innovator, being responsible for all technical solutions, channels, decisions, and implementations leveraging the publicity, spreading the media, and keeping cost effective infrastructure.
- Increased knowledge of business strategy and economics, customer relations, marketing, role of social media and new technologies.



Summary

My passion and knowledge is digitalisation. I want to be on the leading edge in the world, which is digitalizing with huge speed, not only as a consumer but as an influencer what kind of services we are developing, and how companies utilize digitalization in their business.

All-in-one combination of sales-oriented program, project, partner and people manager, marketing professional, designer and technology enthusiast with distinguished track record in various roles.

Result driven, innovative, and energetic person who likes to challenge and to be challenged with ability to change processes, ways of working and drive new ideas

Team leader and team player with passion and positive spark, with 15 years of expertise.

Can do attitude with mindset *"if I don't know how to do something - give me few days and I learn it"*.

KIMMO KARIMÄKI

Date of birth:

23rd October 1983

Address:

Isomäentie 2 E2
33950 Pirkkala

Phone:

+358 50 4871 501

Email:

kimmo.karimaki@gmail.com

Website:

www.karimaki.fi

SPECIALITIES

- Good communication, networking, and presentation skills
- Generating sales and creating partnership networks and programs
- Ability to think out of the box, innovate new ideas and change processes
- Experience in marketing and marketing communication, both B2C and B2B = Human2Human
- Translating complex and technology driven topics into sales, consumer needs and decision factors
- Program, project, and people management in competitive and rapidly changing business environment
- Service and UX designer with experience in concepting, visual and interaction design who always keeps customer, product, and end user in mind
- Understanding of software projects and development, acting also as a creator of various websites and web-based mobile applications
- Entrepreneur mindset and experience

WRITTEN RECOMMENDATIONS AND ILLUSTRATIONS OF MY WORK ARE VISIBLE IN [MY WEBSITE](#) OR IN [LINKEDIN](#) OR BY ASKING.



SANNA VAITTINEN

Director, Customer Success at HappyOrNot | colleague at HappyOrNot
sannamaai@gmail.com, +358 40 740 1241



ILONA SOKEILA

Industry Advisory Lead at Tieto | former member of my team at Nokia
ilona@sokeila.net, +358 50 550 0366



KATE HEATH

Vice President of Channel Sales at HappyOrNot | direct manager at HappyOrNot
kate.heath@happy-or-not.com, +44 7920 548 515



JOHANNA MAJAKANGAS

ICT Manager at MPY Yrityspalvelut | former project colleague at Microsoft
johanna.majakangas@gmail.com, +358 50 487 3577



HARRI VUOLLE

Head of Sales at Intopalo Digital | former colleague at Nokia and Leanware
harri.vuolle@outlook.com, +358 50 480 2317

References