

**MATTI J. HAVERILA**

Phone: +358-40-0731504

E-Mail: [Matti.Haverila@kolumbus.fi](mailto:Matti.Haverila@kolumbus.fi)

<http://www.infacs.com>



**SUMMARY**

- More than ten years experience in management, strategic planning, high technology marketing, and new product launches in global software and legacy companies.
- Strong business strategy, new product launches, venture capital, acquisitions, global marketing, and interpersonal skills demonstrated through direct supervision of high-quality first-line VPs, directors and managers.
- Special skills include solid writing, and oral communication skills demonstrated through publications and presentations given to demanding audiences globally.
- Technical skills include InDesign, PhotoShop, Illustrator, PageMaker, Freehand, FileMaker, SPSS, JMP (SAS), SAS Enterprise Miner, HTML, Pagemill, WebCT, Moodle, Inspiration, Excel, Word, and PowerPoint.

**PRACTICAL WORK EXPERIENCE**

**Infacs Leadership Technique Ltd., Tampere, Finland.**

1990 - .

**President and CEO**

- Developed and completed an internal climate survey for AMICA Ltd.
- Developed and completed a purchasing criteria study of home garments for Finlayson.
- Developed and completed an international OPTIREEL-reeler purchasing criteria study for Valmet Paper Machinery to further strengthen its' global market position.
- Managed international launch strategy of RISKWIT software program.
- Planned and authored "Negotiating and selling in the international environment" with Institute of Marketing.
- Managed, planned and partly authored the complete publication of three editions of book, "Industrial Management", which has a market share of 80%.
- Managed, planned and authored the complete publication process of book, "Marketing", which included "PLANMARK", marketing strategy simulation software and "MARKSMALL", computer-based marketing exercises software.
- Developed and facilitated 200 executive training sessions for the management of Nokia Corp., Valmet Paper Machinery Ltd., UPM-Kymmene, and Amica, and management level students at University of Jyväskylä, FINTRA, Helsinki School of Economics, Institute of Marketing, and Tampere University of Technology.

**Cybelius Software Inc., Silicon Valley, CA.**

1999-2002.

**President and CEO.**

- Managed the MRD and PRD creation process in global organizational setting for the product launch. Both new products were launched according to the schedule.
- With total P/L responsibility executed the market launch strategy for the database based Internet 3D visualization SBA (Conductor).
- With total P/L responsibility executed the market launch strategy for the mobile communications SBA (Maestro) to simulate and test the complete client-side telecommunications handset environment (hardware and software components, applications, data services etc.). Landed Nokia as the first client.
- Created the strategic plan to get the company ready for the 2<sup>nd</sup> round VC financing.
- Changed the corporate structure to conform to the strategic direction.
- Assembled new organizational structure in lieu with the new strategy and hired new top management.
- Established key partnerships with BlueMartini, Gauss, Pulse 3D, Cycore, Nokia, and Viewpoint.

- Established product strategy for Conductor (ShareMore, TrackMore, ShowMore) and Maestro SBAs (Builder, Engine, Server and SDK) in order to build a scalable industry strength solution with connections to back-end databases and systems.
- Created and executed new global unified branding and communications strategy.

**Finpro, Finland Trade Center, New York, NY and Silicon Valley, CA. 1999-2000.  
Commercial Counselor.**

- Initiated and completed product launch strategies with Finnish companies to the U.S. market.
- Developed the Market Oriented Product Development and Launch (MOPDL) project for the Finnish software and telecommunications companies.
- Initiated and completed major acquisitions projects in U.S.
- Managed two Trade Centers both in New York and Silicon Valley.
- Initiated and completed the trade center transfer to Silicon Valley from Los Angeles to better meet the needs of clients.
- Initiated and completed the New Strategy for Finpro's Infocom cluster in U.S.

**Prodax Software Oy, Tampere, Finland. 1990-91.**

**Business Area Director, Division of Business Location Evaluation.**

- Developed profit center and SBA based organizational structure.
- Laid out and initiated the foundation for international business.

**United Paper Mills (UPM) Ltd.**

**Walkisoft Caribbean Ltd. (subsidiary of UPM), Freeport, Bahamas. 1988-90.  
President.**

- With total P/L responsibility incorporated the new company, and completed market research to identify marketing opportunities for dry laid paper in U.S.
- Opened new customer contacts and started new business.
- Formulated new strategy for the U.S. markets and finalized the investment proposal, which lead to the plant investment of 15 MUS\$ in U.S.

**Dowdings Ltd. (subsidiary of UPM), Ripley, Derby, UK. 1986-88.  
President. Division of Office Products.**

- With total P/L responsibility initiated and completed company wide business process redesign (BPR) projects turning around the downward trend of profitability.
- Increased sales of the company by 120% in two years.
- Increased sales of a new growth area by 900% in one year.
- Reorganized and focused the marketing function.
- Initiated and created new inventory policy, purchasing policy, bonus scheme and management information system (MIS) improving profitability significantly.
- Carried out investment program to improve productivity and quality.

**General Manager, Division of Office Products (Envelopes), Tampere. 1984-86.**

- With total P/L responsibility initiated, facilitated and completed business process redesign (BPR) projects turning around the downward profitability trend.
- Planned new factory layout and carried out a major investment program including automatic reel changers, robots, envelope and printing machines.
- Created inventory policy, which decreased current assets in inventory by 30%.
- Established Total Productive Maintenance (TPM) program to increase the capacity utilization rate by 10% and decrease the need for capital investments.
- Formulated new marketing strategy (distribution channels, SWOT, and action plan).
- Initiated and facilitated division wide information systems redesign project.
- Re-organized the top management of the division.
- Created open personnel policy through information sharing and involvement.

**Aaltonen Works Ltd., Tampere, Finland.**

**General Manager, Rubber Products Division, Tampere. 1983-84.**

- With the total P/L responsibility established new strategy for the rubber products division on the basis of which the decision to divest the assets was made.

**Director of strategic planning, Head Office, Tampere. 1982-83.**

- With the responsibility for strategic planning established new acquisition and divestiture policy, managed and controlled the strategic planning, created cash-flow forecasts and the substance value for each profit center and the whole company.

**Marketing manager, Viiala Leather, Viiala.** 1980-81.

- Opened new sales channel, which increased the sales by 300%.

**Valmet Paper Machinery Ltd., Jyväskylä.** 1979-80.

**Researcher.**

- Completed "Internationalization Alternatives" research project.

## **ACADEMIC WORK EXPERIENCE**

**Tampere Polytechnic University, BBA program, Tampere, Finland.** 2002- .

**Assistant professor.**

- Developed and facilitated classes for international BBA and MBA rank students in Marketing and Strategic Planning. Classes taught include Basic of Marketing, Business strategy, Business Game, International Marketing, Marketing strategy, Commercial Innovation, Strategic Alliances, Marketing in High-Tech Industries, Balanced Scorecard and Electronic Marketing.
- Developed and facilitated Internet based eLearning classes.
- Research in the area of best practices in NPD activity in high and medium high technology companies.
- MatrixMBA development project for online teaching.

**Golden Gate University, San Francisco, CA.** 1996-98.

**Associate professor of marketing, School of Business.**

- Developed and facilitated classes for top and middle management rank students in U.S. and Singapore mostly from the high-technology industries in MBA, graduate and undergraduate levels in Marketing Strategy and Planning, International Marketing, Marketing Management, and Principles of Marketing.
- Developed and facilitated Internet based eLearning classes.
- Marketing methods research of high technology companies in California.
- Marketing strategy research project of Internet content providers.

**Valdosta State University, Valdosta, Georgia.** 1995-96.

**Associate professor of marketing, School of Business.**

- Developed and facilitated international marketing classes in the MBA level.

**Tampere University of Technology, Tampere, Finland.** 1992-95.

**Associate professor and Head assistant, School of Industrial Management.**

- Developed and facilitated courses for graduate level students in Marketing Management, Basics of Industrial Management and International Marketing.
- Completed dissertation "The Role of Marketing in Finnish High-technology Companies when Launching New Products into the Foreign Markets."

**Jyväskylä Polytechnic University, Jyväskylä, Finland.** 1991-92.

- Developed and facilitated courses for undergraduate level students in Marketing Management, Basics of Industrial Management and Accounting.

**Tampere University of Technology, Tampere, Finland.** 1978-80.

**Associate professor and Head assistant, School of Industrial Management.**

- Developed and facilitated courses for graduate level students in Marketing Management, Basics of Industrial Management and International Marketing.

## **BOARD MEMBERSHIPS**

- Tampere Polytechnic University. Tampere, Finland. 2003-.
- Muurla Glass Ltd., chairman, consumer glass products, Finland. 1994-98.
- Walkisoft Caribbean Ltd., Walkisoft-drylaid paper, Bahamas. 1988-90.
- Hunt & Broadhurst Ltd., stationary products, Oxford, U.K. 1986-88.
- Dowdings Ltd., stationary products, Ripley, Derby, U.K. 1986-88.

- Reinas Oy, business direct marketing services, Helsinki, Finland. 1984-86.
- Atkos Oy, consumer direct marketing services, Helsinki, Finland. 1984-86.

#### **EDUCATION**

- **Ph.D.** (Marketing), Tampere University of Technology, Finland. 1995.
- **M.Sc.** (Information Systems), Golden Gate University, San Francisco. 1998.
- **MBA** (Marketing), University of Oregon, Eugene, Oregon, USA. 1982.
- **M.Sc.** (Industrial Management), Lappeenranta Univ. of Technology, Finland. 1977.