

# Speakers



## **Sami Hyrskylähti**

Moderator of the seminar

Sami Hyrskylähti is a reporter, artist and producer, and he has lived in St. Petersburg since 1995.

As a reporter Hyrskylähti has written for ie. Helsingin Sanomat, Suomen Kuvalehti, Image and Arvopaperi. His photographs have been published in New York Times, for example, and he has illustrated a series of textbooks in Russian grammar (Kafe Piter, parts 1-3).

He has had exhibitions in Finland and Russia, last at the Russian Museum in St. Petersburg. As a producer he has worked with RinneRadio and Remu Aaltonen. Hyrskylähti also has experience in acting; he took part in Sergey Balabanov's film "Mne Ne Bolno".



## **Elena Eybshits**

Director, Business trainer  
Fintra

Elena Eybshits is specialist in marketing, retail, strategic management and management of the company. She also supervises training programs for key clients of Fintra in Russia.

She graduated from Leningrad State University and has Ph.D. in Economics. With 20 years of experience in dealing with the problems of retail trade, she teaches the course "Marketing in the retail trade" in St. Petersburg State University.

In 2005 she was trained by Fintra and Ashridge Consulting Ltd (United Kingdom, Business School Ashridge) on program "Being consultative". She has made a series of successful training programs for Finnish and Russian companies ie. on topics: "Finance for non-financial managers" and "Strategic management".

**Virpi Herranen**

Head of the Trade Centre  
Finpro, St. Petersburg

Virpi Herranen is an expert in general management in internationalization on Russian trade and industry and strategic business planning, project planning, managing and coordination. She also has expertise of business activities and organizing subcontracting, development of SME business in Russia.

She graduated in 1999 from the University of Helsinki with MA and BA. She also attended Institute of Marketing. Before Finpro, Herranen worked with Cursor Oy (International Regional Business & Development, Consulting), Kymenlaakson Radio Oy (Advertising) and SBC Radio Oy (Advertising).

**Jari Sarras**

CEO, Partner  
Datium Oy

Jari Sarras has been working in Datium since 2005. His areas of expertise are developing and building of Datiums consulting business based on productized concepts (IT solution selection consulting and project management concepts for development and roll out projects). He has personally executed tens of solution selection and roll out projects, regarding CRM, ERP, PSA and tailor made solutions for several industries.

He has attended Lappeenranta University of Technology and Turku Polytechnic (Bachelor Degree in Engineering). Work Experience he has from Multilizer Oy (2001-2005, CEO, partner), Finn-ID Oy (1997-2001, Sales Manager in public sector), Didacta Oy (1994-1997, family-owned company with various positions) and Geo-Adams Ltd. in UK, where he improved his English skills for 3 months.

His special skills are management and planning of IT projects, building an international partner channel and developing business models based on new concepts.



**Ekaterina Kovtun**  
Managing Director  
Pasternak

Ekaterina Kovtun has been working in Pasternak advertising agency, St. Petersburg, since 2008. Before Pasternak she worked in Brand Power Generator in St. Petersburg, first as a Manager of Project, then as a Deputy General Manager.

Her accounts have included Nissan, Skanska, Perfetti van Melle (Chupa Chups), Corinthia Nevskij Palace Hotel Grand Hotel Europe and many more.

She graduated from the St. Petersburg State University of engineering and economic in 2006 (Marketing Faculty) and started the Economic Faculty of St. Petersburg State University in 2010.



**Elena Gurnova**  
Managing Director  
Brand Power Generator

Elena Gurnova has been working as the Managing Director of Brand Power Generator St. Petersburg since 1999 and she is a member of the Union of Designers of Russia. She has been nominated in Graphic Design (in competitions Modulor and Victoria, both in 1999) and she has an acknowledgement of thanks for speaking at the conference "Efficient Marketing Strategies" by Vedomosti newspaper in 2003.

Gurnova graduated from St. Petersburg State University Architectural Faculty in 1988. She has also worked as an architect in LenNIIProekt, Deputy General Manager of Market Point St. Petersburg (1997-1999) and Art Director of Market Point St. Petersburg (1993-1997)



### **Armas Lahoniitty**

Chairman of the Board  
Pietari-säätiö

Armas Lahoniitty graduated as a Master of Social Sciences in 1975 and got his papers of Honorary Doctor of Social Sciences in 2006 (University of Turku).

He has worked in Varsinais-Suomen Seutukaavaliitto as the Administrative Manager in years 1975-1980, in STS-Pankki as the Office Manager and as the Regional Director in years 1980-1989, as the Deputy Mayor of Turku (teaching and education, ) in years 1989-1995 and as the Mayor of Turku in years 1995-2005.

He has also been working as a Councilor of Turku, President and Vice President of Turku Municipality and a member of Pietari-säätiö, for example.



### **Antti Olin**

Design Manager  
Isku Oy

Antti Olin is a Bachelor of Arts (1998, University of Art and Design Helsinki) and he is also a founding member of young design collectivity DNA "C design and architecture. He has also studied in L'Ecole Architecture Paris la Seine and got his Master of Arts in 2004 in University of Art and Design Helsinki.

Olin has also received several awards, ie. ICSID Interreg International future-home design competition (1999); Avantgarden: Outdoor furniture competition (2002) and Korjaamo Young Design Award (2004). He has also received many grants and honorable mentions in various competitions.

Nowdays Olin works for Isku Interior as the Design Manager. He is responsible as a member of the board for designing the collection, general guidelines of design and connections to the designers.