

Kaisa Tervahauta

Business Development & Commercialisation · B2B services

Oulu, Finland · on-site, hybrid or remote · ready to relocate

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In B2B expert services since 2014, with a background in marketing, sales and service business. I have productised and sold expert services, led teams and taken new service ideas all the way to paying customers, most recently sustainability services for an audit and advisory firm. My strength is seeing the whole: direction, people and getting things done. Looking for a permanent role in business development, project management, marketing and sales or team leadership, on-site, hybrid or remote.

+176%

eNPS in one year, during a restructuring

80%

billable utilisation

10x

bigger project values

15

experts in a remote-first team

EXPERIENCE

Management Consultant & Project Manager · Tervahauta Consulting

01/2025 – present

- **Marketing:** strategic marketing planning, budgeting and resourcing, also as an outsourced marketing manager.
- **TALVEA Oy** (audit and advisory): project commercialising the firm's sustainability services, from productisation and pricing to marketing, sales and partner collaboration, including the firm's own sustainability report and double materiality assessment. The project ends in February 2027.
- **Advisory roles in Tornio:** strategic sales, marketing and business development for Stadium Apartments (self-service hostel) and Kalottipalvelu (lifting and transport).
- **SME advisory:** operations, governance, HR documentation, internal guidelines and KPI design.
- **Paija Group Oy** (HR services): deputy board member since 2023, also supporting HR operations and marketing in client assignments.

Interim CEO & Board Member · Wannado Marketing Oy

07/2023 – 12/2024

- Led a remote-first B2B marketing agency (€600k turnover, 7 employees and 7 freelancers) through a restructuring that included the parent company's bankruptcy. Renegotiated employment contracts and rebuilt statutory HR documentation.
- eNPS up 176% within a year by clarifying the management model and weekly routines.
- Billable utilisation raised to 80%, project values up to 10x and profitability improved by focusing on the right clients and a sharper service offering.
- Selected and rolled out Netvisor, Pipedrive and Koho as one ERP/CRM/PSA setup, so data flows from sale to invoice without manual steps.
- Owned sales, contracts, invoicing and financial reporting; prepared Business Finland and ELY funding applications.

Service Manager · Wannado Oy

08/2022 – 07/2023

- Line manager for 7 experts and team lead for freelancers delivering outsourced services: customer service, sales support, marketing, financial administration and HR.
- Responsible for sales, resourcing, SLAs and margins, with pricing from per-minute billing to fixed monthly packages. Clients included Anna Perho, Software Finland, People Cloud and Juristin Muotoilukoulu.

Digital Marketing Manager · Luxid Group Oy

08/2021 – 07/2022

- Campaigns and reporting for global B2B clients such as Metsä Board, Atea, ICEYE, HMD, Sandvik and Kemppe, in English. Northernmost Team Empowerment award for strengthening team spirit in remote work.

Earlier

- **Marketing Specialist**, Wannado Oy, 04/2020 – 07/2021
- **Marketing Trainee**, 9Solutions Oy, autumn 2019
- **University Intern**, Ministry for Foreign Affairs of Finland, Northern Europe Unit, 05–08/2016 (Finland's Presidency of the Nordic Council of Ministers)
- **Communications & Marketing Freelancer**, 2014 – 2020

SKILLS

Business development	Service design, productisation, go-to-market, pricing, market validation, funding applications
Marketing & sales	B2B marketing strategy, budgeting and resourcing, content, B2B sales, account development, partner collaboration
Leadership	Team leadership, change management, remote-first operating model, recruitment and onboarding
Operations	Process development, SLA management, utilisation and profitability tracking, KPI design
Sustainability	VSME reporting, double materiality assessment, basics of emissions accounting
Governance	Board work, HR documentation, employment and subcontracting agreements
Systems & AI	Netvisor, Pipedrive, Koho, Severa, HubSpot, Microsoft 365; Copilot Studio, Power Automate, Claude, Gemini
Languages	Finnish (native), English and Swedish (fluent), German (basic)

EDUCATION & CERTIFICATES

Green Transition Project Specialist programme – SYKLI & BusinessOulu Carbon footprint and emission reductions, circular economy, material and energy efficiency, sustainability communication. Expert placement at TALVEA Oy.	05–09/2026
Basic Studies in Business, 25 ECTS – Open University, University of Oulu	2025–2026
Certified Board Member (HHJ) – Oulu Chamber of Commerce	2025
Specialist Qualification in Leadership and Business Management – Rastor Institute	2022–2023
MA, Nordic Philology and International Business Communication – University of Oulu Exchange studies at Uppsala University, 2013–2014.	2019

I enjoy developing myself, and alongside work I have completed a wide range of further training.

NORDIC ROOTS & POSITIONS OF TRUST

Grew up in the Tornio River Valley on the Swedish border, worked in Åland and Nuorgam, studied in Uppsala. Oulu Region Marketing Steering Group 2021–2025 (appointed by the Oulu City Board), OSAO general assembly representative 2025–, Nordenambassadör 2017.