



CV

Pasi Heiskanen

9th October 2014

Personal

Pasi Heiskanen

Date of Birth/(Age)	22/09/1962 (51 years old)
Nationality	Finnish
Marital Status/Children	Married, 2 children (aged 16 and 18)
Military Ranking	Senior Lieutenant (reservist)
Address	Museokatu 7 B 22b, 00100 Helsinki, Finland
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Education & Qualifications

2010	Hanken School of Economics MSc in Economics and Business Administration
2008	Helsinki School of Economics Sales Management Advanced Course
2006	Helsinki University of Technology – Centre for Urban and Regional Studies Land Use Planning and Management, advanced course
2004	Helsinki University of Technology MBA Master of Business Administration, 91 credits, study programme in English.
1995	Helsinki University of Technology Rakennuttajatutkinto RAPS (Senior Certified Building Developer)
1990	Tampere University of Technology MSc in Architecture
1982	Kalevankangas Upper Secondary School, Mikkeli Matriculation Examination
Languages	Finnish - native like, English – good , Swedish – good

Employment history

2003 to (continues)

Osuuskunta Suomen Asuntomessut (Finnish Housing Fair Co-operative Organisation)

Managing Director

Company information:

Members of the non-profit Co-operative Organisation:

The Finnish Housing Reform Association

Okobank

Sampo Bank

The Finnish Housing Association

Association of Finnish Local and Regional Authorities

The Finnish Fair Foundation

Federation of Finnish Financial Services

The Finnish Savings Banks Association

- Industry / business areas:

The principal function of the Finnish Housing Fair Co-operative Organisation is to improve the quality of housing and living conditions in Finland, in co-operation with its partners. This is achieved by providing information about housing issues, promoting industry standards and skills and organizing the annual Housing Fair and Holiday Home Fair.

- Main products / services:

Finnish Housing Fair and Holiday Housing Fair - the biggest and most popular annual public events in Finland.

- Market position : Leading brand

Task information:

- Key tasks and responsibilities:

Operational management of the organisation and its activities.

Accountability for Corporate External Relations and Strategic Planning.

- Member of the Management Group

- Financial dimensions:

- Reporting to:

Mr. Erkka Valkila, Chairman of the Board of Directors

Mr. Tony Vepsäläinen, Chairman of the Supervisory Board

- Location: Helsinki, Finland

- Other relevant changes / events:

Annual marketing, planning and organisation of the biggest annual public event (120 000 – 195 000 visitors/fair in 2003 – 2009) in Finland.

Management of commercial contracts and their negotiations.

Management of an extensive contact network. Management of media relations with some 300 - 1000 journalists attending/reporting on the Fair annual

2008

Representative in the Business delegation of Mr Matti Vanhanen, Prime Minister of Finland, to Tokyo, Japan on June 8-11, 2008.

2009

Representative in the Business delegation of Mr Paavo Väyrynen, Minister for Foreign Trade and Development, to City of St. Petersburg, Russia on May 19-22, 2009.

2013

Representative in the Business delegation of Ms Pia Viitanen Minister for Housing to Peking and Hong Kong, China 10.-17.11.2013

1996-2003

Suomen Spar Plc

Retail Network Director

Company information:

- Parent company: Spar
- Industry / business areas: Consumer goods retail trade
- Main products / services: Consumer goods retail

Task information:

- Key tasks and responsibilities:

Accountable for 320 retail outlets, for business site acquisition, building and maintenance, corporate security and safety, management of business site lease agreements, concept development, retail outlet design.

Accountable also for External Relations and PR related to acquisition of business sites.

- Member of the Management Group, expert contributions to the Board of Directors' meetings as required.
- Financial dimensions:

Total annual investments EUR 8-15 million. Annual lease turnover EUR 20 million.

- Reporting to:

Mr. Björn Westerholm, General Manager (up to year 2000)

Mr. Pekka Kosonen, General Manager (from year 2000 on)

Additional also

2001-2003

Director of the Eurospar Supermarket chain:

- Key tasks and responsibilities

11 Eurospar retail Supermarkets, annual turnover 110 million euro.

Profit responsibility for the outlets, guidance and steering of the retail network, shop managers' supervisor, Human Resource Management, Concept Development, Marketing, Pricing and Product Assortments.

1998-2003

Participation in the development of marketing and operating concepts of Spar International.; International meetings in Amsterdam, pilot projects in Greece, Austria and Hungary.
Various fact-finding tours/study trips in the USA and Canada organised by Spar International.

2000-2003

Participation in Axfood AB's international co-operation in the areas of Training, Concept Development and Corporate

1993 to 1996

Du Pont JET Oy (Conoco)

- Manager, Finland
- Company information:
- Parent company: CONOCO Inc.
- Industry / business areas: Marketing of transport fuels
- Main products / services: Distribution of transport fuels
- Organisational dimensions:
- Market position and trends: At the end of 2006, Russian oil company Lukoil bought the 49 station JET network from ConocoPhillips and incorporated them into the Teboil network in Finland.
- Task information:
- Key tasks and responsibilities: Accountable for the construction of the JET retail network in Finland. Engagement in the construction of the Pansio Import Terminal. Responsible for the acquisition of retail station sites, building of the stations and the total operational infrastructure.
- Member of the Management Group
- Reporting to:
- Mr. Pontus Holmström, Stockholm (reporting language English, working language Swedish)
- Direct and indirect subordinates (numbers and functions):
- International dimensions: Member of the Nordic JET Retail Network Marketing and Concept Development Working Group. Participation in Nordic strategic planning.
- Location: Espoo
- Other relevant changes / events:
- As DuPont was the first newly entering oil company to establish itself in Finland since World War II, the job accountabilities also included corporate external relations, lobbying local and national politicians and close communications with the Finnish Government.
- The state oil company Neste was concerned over their refinery economies as DuPont began to import MTBE gasoline with a tax relief into the Finnish markets. This became an issue leading to competing oil companies trying to make it more difficult for

DuPont to acquire business sites, for instance. Work involved co-operation with Director General of the Finnish Competition Authority, Mr. Matti Purasjoki and with Professor of Environmental Law of University of Helsinki, Mr. Vesa Majamaa. Work also entailed debate with the Ministry of Environment on interpretations of the National Building Code of Finland.

- Key achievements:

The goal of a 5 per cent market in ten years was achieved in five years

1991 to 1993

Neste Liikennepalvelu Oy

Project Manager

Company information:

- Parent company: Neste Plc.
- Industry / business areas: Oil production, refining, marketing
- Main products / services: Distribution of transport fuels
- Financial dimensions (minimum turnover and profitability):

Task information:

- Key tasks and responsibilities:

Management of the incorporation of the Kesoil, Finnoil and Union retail networks in Finland. Development of the resulting, new Neste network concept.

- Reporting to:

Mr. Martti Ojajärvi, Technical Director, Neste Plc.

- Location: Espoo

Today, the Neste Oil retail station network consists of a total of 887 outlets in Finland and 286 outlets abroad. It is the leading transport fuel retailing network in Finland.

1990 to 1991

Kesoil Oy

Project Manager

Company information:

- Parent company: Kesko Plc
- Industry / business areas: Oil products retail trade
- Main products / services: Distribution of transport fuels
- Financial dimensions (minimum turnover and profitability):
- Market position and trends:

Kesoil Oy operated in Finland in 1968 – 1997 as one of the leading retail networks which was subsequently sold in 1998 to Neste Plc.

Task information:

- Key tasks and responsibilities:

Management of retail network building projects and reorganisation of the Kesoil Motorest service stations. Development of the Motorest concept

- Reporting to:

Mr. Martti Ojajärvi, Technical Director, Kesoil

- Location: Tampere

- Key achievements:

Retail outlet Kainuun portti, Kajaani

1989 to 1990

Arkkitehtistudio Jaatinen

Architect trainee

Task information:

- Key tasks and responsibilities:
- Design projects including apartment buildings, terraced housing, town planning and Russian building projects.
- Location: Tampere

1988 to 1989

Suunnittelukeskus Oy (Plancenter Ltd)

Architect trainee

- Location: Helsinki

1985 to 1988

Various architectural offices

- Architect trainee

Positions of Trust (main)

1993 to 1998

Finnish Oil and Gas Federation

Member of the Retail Station Committee

1998 to 2003

Päivittäistavarakaupan liitto ry (Finnish Food Marketing Association)

Member of the Urban and Regional Planning Committee

2001 to 2003

Vantaan Uusyrittäjäkeskus ry (Vantaa Enterprise Agency)

Member of the Board of Directors

2002 to 2003

Kaupan keskusliitto ry (Federation of Finnish Commerce and

	Trade) Member of the Safety and Security Committee
2004 to 2007	SAFA (Finnish Association of Architects) Member of the Construction Design Committee
2004 to (ongoing)	SFHP (Suomi-Finland Housing Production) Member of the Board of Directors
2010 to (on going)	IFHP (International Federation of Housing and planning) Member of the Council
2013 to (on going)	PTT Pientaloteollisuus ry Member of the Board

Recommendations

CONOCO Special performance award, 1995

‘Your consistent and proactive leadership has been critical to the successful start up of our retail operation in Finland. We never expected the huge number of political, competitor and regulatory hurdles we have encountered in Finland. Your creativity and persistence on site and permitting issues have been critical in winning what seems like a never ending series of battles. I believe we are on the right track now and I hope you feel proud about your role in getting us there.’
William H. Easter, CEO Nordic Countries, Du Pont

Honours; **The most influential person in the Finnish housing market in 2009**

The award is given annually by Finnish building professionals to one outstanding representative of the industry.

In 2008, the award was given to Minister of Housing, Mr. Jan Vapaavuori.