

## CURRICULUM VITAE

**Name:** Paul Boris Taimitarha  
**I believe:** *People doing what they believe in feel good and achieve the best results.*  
**Date of Birth:** June 26<sup>th</sup> 1957, Helsinki, Finland  
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**Home:** Tegelbacken 2 B 7  
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**Family:** Married 1981, Susanna (1959)  
Oscar (1982), Janina (1985)

**Education:** Master of Science, Econ. HANKEN - Swedish School of Economics, 1981  
Continuously trained throughout my professional life in subject courses in marketing, sales, advertising, finance and logistics, coupled with general management & leadership training.  
Presently enrolled as a doctorate student at the Hanken Department of Management and Organisation, focusing on strategy development

### Work Experience:

#### 2006- Partner in Mirror Learning OY

My ambition is to work closely with clients to help their organizations come out stronger, with a clear purpose and strategy and the commitment to act. I believe strongly in

- respect for the competence and professionalism that exists throughout organizations
- working through genuine understanding, not “surfing”
- developing solutions which are understandable and motivating

#### 2003-05

##### Fazer - Managing director for two business areas

When appointed MD of the largest Fazer business area, Amica, ( 440 M€, 7500 employees, 5 countries) it was with the brief; to “ sort out the management crisis of Amica, rebuild confidence and motivation and to develop an aggressive growth strategy for Amica in line with the overall Fazer strategy”. This was achieved, and highlights include:

- devising the new strategy and starting roll out
- forming a workable management team and initializing previously unheard of cooperation between the country organizations
- acquiring in Norway, after difficult negotiations, the Adviso Meny catering business. The profitability of the acquisition exceeded plans and investment banker predictions.



*Business is a lot like fishing, you need skills, competence, proper equipment, patience and devotion. Know the waters, respect your companions and the elements.*

*Love it and Live it!*

- 2000-03** Joining Oy Karl Fazer Ab I was responsible for the Fazer Bakeries business, covering at the end operations in 6 countries and involving 4500 employees. Key accomplishments were:
- growing the bakery business from 214 M€ at end 1999 to 350 M€ in 2003, with a doubling in profits despite heavy investment
  - acquiring two further bakery operations in St.Petersburg to develop and cement market leadership in the region and driving the “Hlebni Dom” bakery business to become the most profitable part of Fazer Bakeries
  - getting approval for and implementing a 130 M€ investment to totally restructure Fazer Bakeries
- 1995-00** **Unilever - several positions in Sales and Marketing**  
During my time as Marketing director and Nordic Category director for Van den Bergh Foods, the Unilever foods operation, accomplishments in the period included:
- exceeding growth and profit targets repeatedly, with special emphasis on driving new product share of sales to an industry high
  - managing key launches, such as “Ruoka Crème”, which totally transformed the whole creams category and ended with the “Crème” series being the number one product of the company and the launch of “Becel Proactive”, which subsequently pushed the local “Benecol” brand into second place.
  - remodeling the media purchasing of Unilever Finland
  - participation in designing and building the Van den Bergh Foods Nordic organization. This involved the total restructuring of manufacturing, product harmonization, reorganization and reassigning of personnel
  - playing a key role in the acquisition of the Kraft Foods’s Slotts & Kockens operation in Sweden
- 1988-94** Working as sales director for the Unilever foods operation in Finland, my key achievements were:
- the transformation of the Paasivaara sales force into a strong, well motivated and competent sales organization
  - the successful “Flora” margarine relaunch, which made possible an increase of the market price level for the whole product category and turned the decline in company profits
  - launching GB Glace on the Finnish ice cream market
  - merging the Paasivaraa sales organization first with Lipton Oy and then with the Jalostaja sales organization
- 1986-88** **Wärtsilä - positions as Marketing, Product dev. and Logistics mgr**  
Working in Sweden at the Rörstrand factory, responsible for logistics, product dev. and art studio, I was responsible for driving joint Finnish-Swedish projects to develop new tableware products. Artistic rivalry, sociocultural differences and communication thresholds were bridged and the projects completed according to plan.
- 1984-86** Managing the identity transformation project when the Wärtsilä Consumer Goods Division became the “ Designer “ division, covering several brands and production facilities; Arabia, Rörstrand, Nuutajärven Lasi, Järvenpään Emali

## Unilever - marketing positions

- 1983-84** Working in the two man marketing team of Lipton Oy, the Unilever Finland food & drinks subsidiary built up from scratch. Meeting the growth and profit targets of the new operation.
- 1982-83** Marketing Trainee, Assistant Product Manager Unilever Finland
- Board seats:** Esperi Oy
- Languages:** Mother tongue: Swedish  
Fluent in: Finnish and English  
Getting along: German  
Fragments: Russian
- Memberships:** Markkinointijohdon Ryhmä - Board member  
Svenska Handelshögskolans Studenkårs Understödsförening - Board member  
Several other organisations
- Military Service:** Lieutenant in the reserve of the Finnish defense forces.
- I enjoy:** Having the opportunity to widely embrace life and meet many new people  
Family and friends  
Reading, sports as practitioner and supporter, fishing, building  
Making a difference in creating better places to work