



SANNA HELENA KALLIO

Last name: Kallio

First name: Sanna Helena

Born 30 October 1973 in Oulu, Finland

*For updated profile please see
[linkedin.com/in/sannahelenakallio](https://www.linkedin.com/in/sannahelenakallio)*

Profile

International Marketing and Business Development professional specialized in technology, innovation and IT, in particular cybersecurity and digital transformation, with 20+ years of experience in different B2B environments.

Versatile, analytic and open-minded, I like to think out of the box and am convinced that there is a solution to every problem!

Curious by nature, I never want to stop learning - this is why I am passionate about working in technology where transformation is a rule, not an exception.

I work best as part of a team, with an agile and result-oriented approach.

PROFESSIONAL EXPERIENCE

CORVALLIS - TINEXTA GROUP, Padova – [corvallis.it](https://www.corvallis.it) (2020-present)

One of the main Italian IT services companies, part of TinextaCyber - the Italian Cybersecurity Hub.

Senior Project Manager – Marketing & Digital

Responding to the CDO (Chief Digital Officer), I manage a variety of projects in collaboration with my team and other business areas of the company.

- Designing and coordinating marketing and lead generation initiatives in collaboration with BU Heads, Management and Corporate Communications. Designing and implementing Customer Journeys customised for different Buyer Personas and Business Areas using a wide range of digital tools.
- Analysis, definition and implementation of the new organizational model together with the CDO. The scope is to enable a profound transformation of the Group towards a new working model based on concepts of smart working, agile and digital.
- Analytics, evaluation and reporting the initiatives to the management
- Founding member of the OpenLab team, the R&D unit of Corvallis Group

CA' FOSCARI UNIVERSITY OF VENICE, Venice – [unive.it](https://www.unive.it) (2020-present)

R&D Funding and Business Development Consultant

- Supporting the Cyber Security Group (DAIS, Dept of Computer Science) on funding proposals, business plans, set-up of start-ups.
- One of the first achievements was winning the StartCup Veneto business plan competition in the ICT category with a CyberSec project FACTORS.
- In May 2021 set up of a spin off company Secura Factors of which I am one of the founders and serve in the role of CMO and CFO.

JULIASOFT, Verona - juliasoft.com

(2014-2020)

This innovative, R&D oriented technology company provides a proprietary solution for cyber security and software quality. Born as a UniVR spin-off, JuliaSoft was acquired by GrammaTech in June 2020.

Marketing & International Business Development (2015-2020)

Responding to the CEO, I led all strategic marketing activities of the company, including opening up the international markets.

- Set up and management of the international market entry, identification of a strategic US technology partner and management of a global distribution network
- Marketing plan, analysis & strategy, in close collaboration with Gartner
- Relationships with international customers, distributors and partner organizations
- Facilitating the negotiation during the company acquisition process
- Completed successfully in 2020 with the buy-out by GrammaTech Inc

Funding & Business Development (2014-2015)

Identification and management of funding and investment opportunities to bring the university spin-off on the market.

- Market analysis, preparation of the business plan, strategy
- Liaisons with the University and other stakeholders
- Participation in start-up events and competitions, pitching, presenting
- Successfully completed in June 2015 with the buy-out by Corvallis Group

UNIVERSITY STUDIES ABROAD CONSORTIUM, Verona - usac.unr.edu

(2016)

USAC provides academic study abroad programs across 28 countries, guaranteeing the equivalence of the courses offered abroad to the US University programmes.

University Lecturer - International Marketing

Designing and teaching the course "International Marketing" (400 level) in English for American exchange students.

INDEPENDENT, Verona

(2009-2013)

Private Consultant

During my two maternities I chose to work as private consultant providing intercultural and language consultancy services, training and teaching (Finnish, English, Italian). Cooperation with Finnish and Italian institutes, agencies and universities organizing specialized travel-services in Verona area.

TQF CONSULTANTS, Verona - merieuxnutrisciences.com

(2007-2008)

This niche consulting company specialises in services for food and pharmaceutical industries (legal, food technology, product development, marketing, and linguistic consulting).

Marketing Manager

Responsible for all marketing operations and for the definition of the general business strategy with the company director.

- Management and preparation of the Marketing plan and related budget
- Supervision and quality control of the consultancy team delivering marketing services
- Identification of new business opportunities and definition of new services
- Relationships with partner Mérieux Nutri Sciences, who later acquired the company

CENTRE FOR INTELLIGENT MONITORING SYSTEMS, UK liverpool.ac.uk (2005-2007)

The Centre for Intelligent Monitoring Systems (CIMS) is an internationally renowned applied research and development centre, based in the University of Liverpool translating research into working, pre-commercial, prototype sensor systems identified by industrial partners.

Assistant Project Manager

Management of a multi-million EU-funded Technology Transfer project at the Faculty of Electrical Engineering together with the senior PM.

Set-up of the successor spin-off company at the end of project.

TQF CONSULTANTS, Verona - merieuxnutrisciences.com (2000-2004)

Senior Consultant – Head of Marketing Services

Overall management of the projects and coordination of the specialized consulting teams. Areas of expertise: marketing and communication, exports, product development and conformity, strategy (food & pharmaceuticals).

Junior Consultant - Marketing Services (International)

International consulting services (food & pharmaceutical); Marketing, product conformity and labeling services (100+ international markets for customers such as Barilla, De Cecco, Müller...); Setup of a food terminology database for 40+ languages.

EDUCATION & TRAINING

- **MSc (Econ.)** - University of Tampere, Department of Economics, Finland (2000)
- Erasmus exchange programme - University of Verona, Italy (1997-99)
- Student exchange programme (high school) in Athens, Georgia, USA (1991-92)
- Export Strategy Development Programme by UK Trade & Investment (DTI) (2006)
- Training courses in the areas of project management and marketing by the University of Liverpool (2005-06)

ADDITIONAL INFORMATION

Languages: Finnish (mother tongue), Italian (native level), English (native level), French (intermediate), Swedish (basic), German (beginner)

Computer skills: Expert user of most common applications and operating systems, including web-based suites. Experienced in main CRM & lead management tools (SalesForce). I actively keep up-to-date with emerging tools and services for marketing related areas (SEO, social media, digital communication and monitoring, CRM...). Fluent user of GitHub, GitScrum, Redmine, Clickup and other tools typically used in sw project management.

Personal

- Interests: my two sons, cycling, skiing, yoga, windsurf, nature, travelling
- Parent Class Representative at the elementary school Bartolomeo Rubele (2016-2020)
- Active member of the Neighbourhood Family Associations of Porto San Pancrazio and Veronetta (2012-2018)
- Board Member of Cultural Association "Inda Luna" providing support services at a local community centre for families with small children (2012-2014)
- President of the Economics Students Association "Pareto", University of Tampere (1995-1997)
- Piano teacher (1985-1995)

SANNA HELENA KALLIO - NOTA PERSONALE

Mi chiamo Sanna, ho 48 anni, due figli, dopo tanti anni passati in Veronetta adesso vivo nel quartiere di Porto San Pancrazio.

Sono finlandese, nata in una città vicino al circolo polare artico. Sono arrivata a Verona nel '97 per lo scambio Erasmus (dovevo rimanere 10 mesi), mi sono innamorata dell'Italia, di Verona e di un veronese.

Ed eccomi qui, dopo 24 anni!

Oltre alla Finlandia ho vissuto per diversi anni in Inghilterra e negli Stati Uniti. Sono laureata in Economia Politica, ho lavorato in tanti ambiti, soprattutto nel marketing, nel contesto di progetti di ricerca e delle start-up. La mia specialità è il campo tecnologico, in particolare IT e cybersecurity.

Durante il primo lockdown ho supportato molto il corpo insegnanti della scuola dei miei figli per aiutarli a mettere in piedi la DAD, infatti mi stanno a cuore soprattutto i temi che riguardano i ragazzi, l'inclusione e la digitalizzazione.