

## **CURRICULUM VITAE**

### **Elisa Markula**

Born: August 7, 1966

Nationality: Finnish

Education: M.Sc. (Econ.) International Marketing, Turku School of Economics and Business Administration

Married, two children

### **Work experience:**

2010–

Senior Vice President, Paulig Group

Managing Director, Oy Gustav Paulig Ab (Coffee division)

Paulig Group is a family-owned, international enterprise in the food industry known for its high-quality brands. Its business areas are Coffee, World Foods & Flavouring, Snack Food and Naturally Healthy Food. Paulig Coffee operates in Finland, Baltic countries, Russia, Sweden and Norway, and the revenue was EUR 344 million with some 590 employees in 2016.

2006–2009

Country Manager, Oy Suomen LEGO Ab (Finland)

Member of the Management Team, Nordic-Benelux Business Unit

LEGO Group is the biggest toy manufacturer in the world. Finland was included in the Business Unit of Nordic-Benelux and had around EUR 19 million turnover in 2009.

2003–2006

Sales Director, Oy Snellman Ab

Snellman is a Finnish family-owned meat processing company.

2000–2003

Key Account Manager and Trade Marketing Manager, Oy SCA Hygiene Products Ab

1998–1999

Brand Manager, Oy SCA Hygiene Products Ab

SCA is nowadays a Swedish forest industry company. Previously, the company had personal care business as well. The main brands in Finland included Libero, Libresse, o.b., Natusan and Edet.

1993–1998

Area Marketing Manager, Fazer Chocolates Ltd

(1994-1995 based in St. Petersburg, Russia)

Oy Karl Fazer Ab is an international family-owned company offering quality bakery, confectionery, biscuit and grain products as well as food and café services.

### **Board memberships:**

Olvi Oyj (listed) 2015–

President, European Coffee Federation, 2016–

The Association of Finnish Advertisers (Mainostajien liitto) 2014–

**Language skills:**

|          |                 |
|----------|-----------------|
| Finnish  | mother tongue   |
| Swedish  | fluent          |
| English  | fluent          |
| Russian  | fluent          |
| German   | intermediate    |
| Estonian | basic knowledge |
| French   | basic knowledge |

**Hobbies:**

cross-country skiing, running, gardening, reading