

Veera Siivonen, CV

M.Sc. (Tech.) b. 1980, Finnish citizen

Primary work experience:

Saidot

- 2023–2025 Co-founder and CCO

Terveystalo

- 2022–2023 SVP Consumer business
- 2020–2021 SVP Marketing, Brand and Communications

Sanoma

- 2019–2020 Vice President, Portfolio Development and Marketing, Sanoma News and Feature Media
- 2017–2019 Marketing Director and Head of Marketing, Helsingin Sanomat
- 2014–2017 Head of Strategy and Business Development, Helsingin Sanomat
- 2011–2013 Project Leader, Sanoma Digital

Key positions of trust:

2025– Vincit Oyj, member of the Board of Directors

