

CURRICULUM VITAE



Kaisu Sutinen

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Familial status: married, three children

Entrepreneur and health tech marketer with extensive experience in global product and marketing management. A can do attitude with great communication skills and the ability to see the essential. Inspired by the opportunities that technology offers, drive to develop business customer first

EDUCATION

M.Sc. Business Economics and Administration, 1999, University of Jyväskylä, Finland

Matriculation examination 1992, high school of Siilinjärvi, Finland

WORKING EXPERIENCE

Business Partner, Bemer Nordic, November 2016 onwards

Representative of Bemer vascular therapy products. See more: kaisusutinen.bemergroup.com or hellisolujasi.fi (in Finnish).

Entrepreneur, Health Tech Marketer, Med Impact, November 2016 onwards

Helping health tech companies grow through the means of marketing and business development. Special expertise in the marketing and commercialization of medical devices and in leveraging clinical evidence in marketing communications.

Heart2Save, September to November 2016

Heart2Save is a health-tech startup with a vision to save lives in resuscitation and prevent stroke by detecting certain arrhythmias.

Business Consultant

Helping define the strategy for a new-born company.

Sooma Oy, April 2015 to April 2016

Sooma Oy is a Finnish healthcare startup, which develops and markets innovative neuromodulation technology for treating depression.

Marketing Consultant, part time

Marketing activities: strategic planning, positioning, messaging, SP material production, distributor training material creation etc.

Oscare Medical, April 2015 to June 2016

Oscare Medical is a Finnish start-up, devoted to commercializing OsCare Sono™, a small and lightweight product for osteoporosis screening. It is a subsidiary of Revenio Group.

Marketing Consultant, part time

Marketing material production, exhibition work and other marketing assignments as needed.

GE Healthcare Finland 2004 to 2014

A subsidiary of General Electric, GE Healthcare is headquartered in Britain, and employs 46,000 people globally. In Finland, GE Healthcare employs 900 people, who work in the R&D, production, and marketing of patient monitors and related products.

Global Product Manager, Gas Monitoring Accessories, September 2013 to May 2014

A product range of +100 items, business of approximately 30 MEUR.

Global Marketing Manager/Global Product Manager, Adequacy of Anesthesia, ten years, five of which were spent on three maternity and family leaves

The Adequacy of Anesthesia (AoA) concept consists of monitoring methods to assess the state of the anesthetized patient. As the marketing and product manager, I was responsible for defining the marketing strategy for the concept and implementing it in the global sales channel.

I launched a new product for quantifying the patients' painful reactions during surgery in EMEA and Asia, and prepared the product's FDA application for the U.S. market. I participated the R&D process for a new measurement sensor as well as a strategy group for defining the future anesthesia workstation. I familiarized myself with scientific discussions of my area, and built a network of researchers that I could leverage in marketing. I organized symposia and scientific seminars around my product area.

Datex-Ohmeda/Instrumentarium Oyj, 1999 to 2004 (then acquired by GE Healthcare)

Datex-Ohmeda was a subsidiary of Instrumentarium, acquired by GE in 2004. The company was known for its patient monitoring and ventilation products, as well as related information management systems.

(Senior) Product Manager, S/5 Anesthesia Monitor, 2,5 years

Working at the intersection of R&D and the global sales channel, owning the company's flagship product. Participating in several R&D processes, for instance monitor main software versions and a new CPU. The most sizable process was building a new hemodynamic measurement module, where my input was essential in collecting voice of customer as well as planning and realizing the launch, including sales channel training. My sales channel support function included product trainings, working at exhibitions and producing content for marketing and training materials as well as monitor manuals.

Product Manager, S/5 Compact Monitors, 1 year

As the product manager of a newly launched patient monitor, I was busy with logistics and prioritizing new deliveries. Also there were some minor improvements that I planned together with the R&D, and re-wrote most of the manuals. I learned to hold many strings simultaneously, and communicate effectively with the sales channel.

Junior Product Manager, S/5 L.I.F.E., 1 year

Developing an innovative upgrade program for the anesthesia and intensive care monitors. This was team work with the technical support, technical product documentation and manufacturing, and

taught me the ins and outs of the monitor parts and their compatibilities. I also learned to hold the screwdriver.

Marketing Assistant, 7 months

Assisting in the creation of a new pricing system in a post-acquisition setting, while writing my master's thesis on pricing. Sales reporting.

Other

I funded my studies working as a telephone interviewer in a marketing research company Tietoykkönen in Jyväskylä. Later, I worked as a mystery shopper in Indata Oy, Espoo.

LANGUAGE SKILLS

Finnish: mother tongue

English: excellent

French: good

Swedish: good

German: basic

HOBBIES

Various sports, incl. gym and pilates. Meditation.

Japanese budo: 2nd dan black belt in karate (year 2003) and 1st dan black belt in kobudo (2002).