

Curriculum Vitae



Personal Information:

Name: Kari Tiilikainen Born: 23.10.1982, Finland

Cell Phone: +358-44-0331984, +66-800-952697 Skype: kari55550

Mailing Address: Koivutie 18, 33960 Pirkkala, Finland E-mail: tiilikainen.kari@gmail.com

Language Skills:

Finnish (Native), English (Fluent), Thai, Swedish, Spanish, Lao

Educational Background:

2006-2007 M.Sc. in Management (Major: Business Management), Assumption University of Thailand, College of Internet Distance Education

Thesis approved in final defense by five examination committee members, including Ministry of Education representative

Title: Formulas for Screening Analysis Method for Importing Products

Length: 179 pages Key Words: Theory Building, Screening, Export-Import

GPA 3.68/4.00

2002-2005 BBA in Marketing, Bangkok University International College

GPA 3.28/4.00

Professional Working Experience:

2004-2011 Business Consultant, Export-Import Project Manager (various countries)

2010-2010 Instructor, Burapha University International College (Thailand)

2007-2009 Business Development Manager, Bevista Ltd (Finland)

2006-2007 Managing Director, KT Worldwide Marketing (Finland) Ltd

2004-2006 Managing Director, KT Worldwide Trading Group Co., Ltd. (Thailand)

2003-2003 Translator in Accreditation Project, Pirkanmaa Polytechnic University (Finland)

See Appendix for Job Descriptions

Appendix, Job Descriptions

2004-2011 Business Consultant, Export-Import Project Manager

- Bevista Ltd. Loic Raison, French best selling cider: supplier negotiations, pricing and distribution strategy, legal issues, brand strategy
- Song&Wine Fans Ltd, business strategy consultation. Import network profitability increase for Singha beer, Mekhong whisky, Spy wine coolers in Finnish market
- JMD Finland, cell phone accessories import
- Various SME consultations for product line management, export-import profitability, supply chain management
- Numerous export-import project managements and consultations
- Online freelancer advertising agency, business plan and philosophy development, Design 3h, Finland
- Service and operational quality evaluation and improvement, Asoke Suites Hotel, Thailand

2010-2010 Instructor, Burapha University International College, Thailand

Teaching 2nd, 3rd and 4th year students in the following major subjects:

- Multimodal Transport
- Selected Topics in Logistics
- Marketing Management
- Marketing Channel Management
- Global Competitive Strategies

2007-2009 Business Development Manager, Bevista Ltd

- Line of Activities: Alcohol, Beverages and Groceries Importing, Marketing and Wholesale
- New product search, supplier negotiations, brand image development management
- Responsible for contract writing
- Responsible for import logistics (cost calculations and related planning, timing planning, execution including tasks such as customs clearance supervising)
- Responsible for sale forecasts
- Responsible for orders (combining sale forecasts, import logistics and domestic logistics)
- Responsible for sales to key retailing consortiums (Kesko, Inex Partners and Tuko Logistics)
- Responsible for promotional planning
- etc.

2006-2007 Managing Director, KT Worldwide Marketing (Finland) Ltd

- Line of activities: Alcohol, Beverages and Groceries Import, Marketing and Wholesale
- Responsible for product search: Product search and its analysis (briefly screening based economic profit analysis was used first, then analysis for customer needs including retailer and final consumer)
- Responsible for supplier negotiations, mainly exclusive contracts – I have “sold” the company successfully for suppliers such as (in the order Supplier/ Country/Product/Title of Person or People in Negotiations): Gotha Brouwerij / Germany / Original Oettinger mark beer/ Export Executive, Brewery Manager; Thai Spirit Industry Co., Ltd/ Thailand / nite brand RTD-drink / Export Manager, Managing Director, R&D Manager/Production Manager; John Cooper LTD, De Proef Brouwerij/Green's gluten free beers/ Managing Director, Managing Director, Brewery Manager, Brewing Consultant
- Responsible for contract writing
- Responsible for import logistics (cost calculations and its planning, timing planning, execution including tasks such as customs clearance supervising)
- Responsible for sale forecasts
- Responsible for domestic logistics

- Responsible for inventory controls and orders (combining sale forecasts, import logistics and domestic logistics)
- Responsible for sales to key retailing consortiums (Kesko, Inex Partners and Tuko Logistics), partly responsible for sales to restaurant wholesalers (Lounais-Juoma, and PM-Juomatukku), responsible for sales to restaurants directly, supervising sales directly to retailers (K-chain stores, "wild retailers")
- Responsible of managerial accounting (cash flow management, financial statements analyses)
- Responsible for supervising alcohol accounting reports to STTV and The Customs of Finland
- Responsible for promotional planning
- etc.

2004-2006 Managing Director, KT Worldwide Trading Group Co., Ltd. (Thailand)

- Line of Activities: Groceries, Beverage and Textiles Export
- Managing Director Tasks (i.e. cash management, legal issues, supervising accounting)
- Customer search and selling service to customers
- Export market analysis (profitability, customer needs for retailer and final consumer, legality in the country of import)
- Product search, supplier negotiations, successfully such as (in the order Supplier/ Country/Product/Title of Person or People in Negotiations): Nguan Soon, Co., LTD/Thailand/Hand Brand no1 sauces and spices/Export Manager, Managing Director, Plant Manager; Yan Wal Yun Co., Ltd. / Thailand / Yan Wal Yun soy and other sauces / Export Manager, Production Manager; Uni-President (Thailand) LTD / Thailand / Unif Green Teas / Export Executive, Managing Director
- Contract writing in export logistics
- After sales service (mainly marketing assistance)
- etc.

2003-2003 Translator in Accreditation project, Pirkanmaa Polytechnic University

- Translating Finnish-English-Finnish, and advising in content management of post-basic curriculum accreditation for European Dialysis and Transplant Nurses Association