

# PAAVO PAKKANEN – CV



## PROFESSIONAL EXPERIENCE

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### 10/2022 –: CEO and founder, Softhaven

Softhaven is a company that acquires and supports the entrepreneurs to further develop and build market-leading software businesses in Finland that develop specialized software solutions to address the specific needs of selected industries. Softhaven is to build a hand-picked portfolio of successful Finnish software and technology companies in selected verticals that can generate consistent cash flow and growth.

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### 08/2019 – 09/2022: Investment Director, Sievi Capital Plc

Sievi Capital is a private equity firm listed on Nasdaq Helsinki. Sievi Capital supports the growth, performance and value creation of small and medium-sized companies and concurrently build national competitiveness. Sievi Capital develops its target companies through active ownership supported by network of professional advisers.

#### Key responsibilities:

- Lead and develop a highly professional investment team
  - Lead and execute strategy, business planning and growth in portfolio companies
  - Create pipeline and originate deals
  - Increase and enhance IR and market awareness of Sievi Capital
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### 01/2018 – 08/2019: Head of M&A; Sanoma Media Finland

Sanoma is a front running consumer media and learning company that impacts lives of millions of people daily. Sanoma operates in Finland, the Netherlands, Poland and Sweden. In 2017, Sanoma's revenue was EUR 1.4 billion and it employed over 4 400 professionals.

#### Key responsibilities:

- Create M&A pipeline and originate deals in the new growth areas to replace declining media revenue
  - Set and improve the M&A strategy and process from target identification to deal execution and post deal integration
  - Prepare, plan, value, and lead negotiations of individual M&A deals
  - Create and establish post-merger and integration process to maximize identified synergy potential
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### 04/2015 – 12/2017: Director, M&A and International Expansion, Innofactor

Innofactor is one of the leading Nordic IT solution providers focused on Microsoft platforms. The company has over 600 employees in several locations in Finland, Denmark, Norway and Sweden. Innofactor is on the main list of NASDAQ Helsinki.

#### Key responsibilities:

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- Plan and execute the group level expansion strategy of being the leading provider of cloud solutions and digital transformation
  - Originate, structure, prepare, manage and execute transactions: contact targets, manage advisors, prepare internal steering group, due diligence, manage stock market reporting, SPA negotiation, and financial arrangements.
  - Post-Merger integration: Plan, prepare, manage and execute 100 days' plan – Create One Innofactor with a systematic and well managed process.
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### **12/2010 – 04/2015: Investment Manager, Helmet Capital**

Helmet Capital is a leading Finnish private equity company focusing on majority buy-out deals in the lower mid-market in Finland and Sweden. Helmet focus mainly on industry, retail, trade and service sectors

#### **Key responsibilities:**

- Manage the full cycle: origination, identifying and analysing of potential targets, industry analysis, financial modelling, valuation and negotiations with target companies, and execute and lead exit processes. Independent and leading role in transaction processes including financial and legal negotiations, structuring and arrangements, and managing due diligence.
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### **01/2008 – 12/2010: Consultant, Deloitte**

#### **Key responsibilities:**

- Consulting and advisory role in almost 30 projects including IT outsourcing, IT strategy, M&A and commercial due diligence, and financial due diligence
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## **EDUCATION**

**2002 – 2007: Helsinki University of Technology:** Master of Science in Technology, Industrial Business and Management

**2005-2006: The Royal Institute of Technology, Stockholm;** Industrial economics; Linkage program

**1998-1999: École secondaire les Etchemins, Quebec City;** Exchange student

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## **LANGUAGES**

- Finnish
  - Swedish
  - English
  - French
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## **KEY POSITIONS OF TRUST**

<b>Company</b>	<b>Industry</b>
Logistikas	In-house logistics and immediate-proximity warehousing services (member of the board 2020-2022)
Nordic Rescue Group	Specialized in rescue vehicles (member of the board since 2020)
Nosto Solutions	AI-based ecommerce optimization platform, (board observer 2018-2021)

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