



Jouni Hakanen

Jouni has vast expertise in digital business and technology strategy, obtained in the course of both leading and building multiple international businesses and consulting companies. For the past 15 years he has been employed by Accenture, during which time he has held several leadership positions, while building the digital and technology capabilities and operations of multiple global companies. During the past year he has also led Accenture's digital strategy business in the Nordic region and formed part of its core leadership team. Prior to taking up the latter role, he has built and led Accenture's technology strategy business for four years in the Asia-Pacific region, especially in China, Hong Kong and South-East Asia.

Before his consulting career Jouni has acted as managing director for international packaging companies such as Polarcup Singapore Pte Ltd and for the pharmaceutical company Leiras Singapore Pte Ltd, both of which operated in Asia. In his earlier career he has occupied several corporate leadership roles in strategy, corporate business development and marketing in international companies such as Huhtamäki Oyj and Nokia Oyj. Jouni has an academic major in Economics and International Management from the Anderson School of Management at the University of New Mexico, as well as an MBA from the Finnish Institute of Export.