

# JOONAS SOIKKELI

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## PROFESSIONAL SUMMARY

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Industrial B2B Sales Manager with 4+ years of experience in pulp, paper, and bioproduct markets. Generated **1M €** in new revenue from pilot and EPCM services within six months by converting 70+ qualified leads into 8 new international customers. Combined hands-on supply chain expertise with C-level selling, working from mill floor to boardroom. Fluent in English and Finnish; open to relocation and frequent international travel. MBA in Sales Management begins August 2025.

## COMMERCIAL & MARKETING SKILLS

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- Key Account Management & B2B Sales
- International Market Development & Customer Acquisition
- Marketing Communications: Brochures, Social Media, Website Management, Event Planning
- Order-to-Cash & Exception Handling: Fenix, Celonis
- CRM: Salesforce, Pipedrive, Lime
- Languages: Finnish (native), English (fluent), Swedish & German (basic)

## PROFESSIONAL EXPERIENCE

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### Fiber-X Finland | Sales Manager, Nov 2023 to May 2025

- Drove global sales of piloting, EPCM-projects, and paper & pulp process-optimisation services; 90 % customer base outside Finland.
- Generated 70 + qualified leads and closed 8 new customers in six months, worth **1M €** in pilot trials & EPCM projects.
- Helped to commercialise two novel fibre-based raw materials: scoped market potential, secured end-user pilots, drove scale-up.
- Steered Key Account Management, Pricing strategy, Market/competition analysis
- Built digital presence: redesigned fiber-x.fi, hosted four technical webinars (200 + total attendees)

### Stora Enso | Order Fulfillment Expert, Jan 2023 to Nov 2023

- Managed global customer orders' "unhappy flows": resolved 50 + exceptions / month (delays, spec changes, over/underproduction).
- Coordinated customer orders with production, logistics & Customer Excellence
- Onboarded & mentored new team members, with the procedures and technical data
- Customer complaint handling

### LAB University of Applied Sciences | Project Worker (Part-time), Oct 2021 to Dec 2022

- Planned marketing roadmap for Business Mill, launched Instagram channel & co-organised Idearace 2022 (200 attendees).

### DECAS Marketing Cooperative | Team Entrepreneur, Jan 2020 to Dec 2022

- Co-founded student-run cooperative; sold and delivered marketing projects to Finnish startups, SMEs; refined negotiation & pitching and B2B-sales skills. Generated most leads for the cooperative (31 in total from which 16 qualified to customers)

### Stora Enso | Supply-Chain & Production Roles, Apr 2018 to Sep 2022

- Supply Chain Coordinator (2021–2022): handled customer orders and worked with different stakeholders for Imatra, Fors, Skoghall and Ingerois mills; gained end-to-end process view.
- Process Operator at Paper Machine 6 and Pulp Drying Machine 1 (2018–2020): ran dry-end & rewinder on 24/7 shifts; upheld product quality, solved stoppages and aided in standstills.

**EDUCATION**

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MBA, Sales Management (TAMK University of Applied Sciences, starts Aug 2025, part-time alongside work)  
BBA, Sales & Marketing (LAB University of Applied Sciences, 2019 to 2022, GPA 4.04)

**TECHNICAL TOOLS**

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Fenix, Celonis, Salesforce, MS Office, Power BI (basic), Canva, Wix, LinkedIn Navigator

**MILITARY SERVICE**

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Karelian Brigade, Signal Company, Combat Medic (2 / 2017)