

## CURRICULUM VITAE



- Name:** Jouni Ortju
- Born:** 21.5.1965 in Kuopio, Finland
- Education:** Haaga Institute University of Applied Sciences, 2006  
- Executive Master of Business Administration – programme (eMBA)  
Savonlinna Business Institute  
- Study Programme in Tourism, 1987 (Graduate, Higher Degree)  
Punkaharju High School  
- Finnish Matriculation Examination, 1984
- Military rank:** Sergeant, Savo Bridgade, 1984-1985
- Additional Courses:** University of Joensuu, Savonlinna Continuing Education Centre  
- Business networks in tourism marketing on the European market  
19.10.1992 – 16.2.1993  
Ministry of Trade and Industry,  
- Young Business Executive Development Programme 8.10.1991 –  
9.6.1992  
University of Helsinki, Lahti Research and Development Centre:  
- Tourism Event Production and Sales, 5.10.1987 – 28.2.1989
- Work experience:** \* Entrepreneur, Laatumkoulutus Jouni Ortju Ky 28.2.2005 –  
\* Product Group Manager, Haaga Research and Development Centre  
(started as Project Manager for Suomen Matkailun Kehitys Oy) 15.6.2001 –  
26.2.2005  
\* Tourism Educator 1.11.1999 – 14.6.2001 Savonia University of Applied  
Sciences/Savonia Tourism Centre  
\* Project Manager 2.11.1998 – 31.10.1999 Development Organisation of  
Inner Savo, Kuopio  
\* Project Manager 3.11.1997 – 30.9.1998, Pyhä-Luosto II –project  
\* Managing Director, 1.4.1996 – 20.6.1997 Hotel Koli Oy  
\* Managing Director, 1.5.1991 – 30.3.1996 Lieksa Tourist Service Oy  
\* Marketing Executive, 23.2.1990 – 30.3.1991, Suomen Latu Oy, Helsinki  
\* Sales and Production Officer, 6.2.1989 – 20.2.1990 OK-Tours/Suomen Sport  
Tourist Oy, Helsinki  
\* Deputy Tourism Officer, 26.5.1988 – 5.2.1989, Pihtipudas Town Council  
\* Incoming-trainee 29.2.-25.5.1988 Silja Line, Helsinki  
\* Tourist Adviser 1.6.-31.8.1987, Savonlinna Tourist Information  
\* Receptionist 26.5.-31.8.1986 Summer Hotel Vuorilinna, Savonlinna
- Languages:** Swedish      Advanced  
English      Advanced  
German      Intermediate
- Hobbies:** Church choir, cycling, badminton, downhill skiing

I hereby declare the above information to be correct.

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