

• **SUMMARY**

Led teams and managed operations in international business, specializing in KPI, P&L, CRM, innovations, and resulting in successful business development and financial performance. Ability to develop and implement strategies, analyze risk and work with a range of tools and technologies:

Data search, applications, bench marking, contract negotiating, marketing and sales, leading, team work, management (operational), business intelligence, e-commerce, digital services, financial services and online business. Competitive risk analysis & ratings.



WORK HISTORY:

CONTRIBUTIONS:

CRM Product Owner, Microsoft 365Dynamics, Town of Järvenpää, 08/2022 – Present

Microsoft Dynamics 365 -CRM. Creating workflow between users and technical department (information management department). Making suggestions in possible changes from user experience towards technical department. From technical side if the changes are possible to make/create. Service providers that are out sourced are included in technical changes. Includes marketing module. Continuous development of CRM.

Developed and implemented a road map that impacted the work of 7 service units and improved efficiency in the office. Organizing all information in CRM folders and granting access to key stakeholders.

Business Development Head, OYO Vacation Homes/Belvilla AG 12/2019 – 08/2022

Sourced and identified key homes for a business partnership with OYO, resulting in the acquisition of high-quality properties and a profitable business association. Grow our portfolio according to quality targets, right availability and dynamic pricing. Update key market trends and real estate developments in designated areas. Liaise with the key stakeholders from lead generation through home go-live. Be the point of contact to solve issues arising between home-owners, Transformation Team & Operations Team.

Distinguished for the development and implementation of a robust business plan, meticulously identifying preeminent Vacation Rental Management Companies (VRMC), Online Travel Agencies (OTA), and prospective partners. This strategic maneuver translated into the acquisition of companies boasting a collective inventory of over 100 vacation rental properties. Proficient in conducting comprehensive market research, formulating intricate strategic blueprints, and adeptly negotiating lucrative partnerships

Where to concentrate our efforts (below):
<https://sway.office.com/6ZJwufKyhhv2yhcd?ref=Link>

Companies to buy and get partnership:
<https://sway.office.com/6G23FnWIXPENdDMt?ref=Link>

Private Agent and Associate of C4 WorldWide Inc. 03/2006 – 11/2019

Especially projects in Europe, Northern America, the Caribbean (Bahamas, Dominican Republic, Guam, etc.).

Mixed use, hotels, resorts, casinos, shopping centers, office parks, private islands, Alternative energy etc. At the moment there are a lot of strong projects on the market. Because the primary market can't come through (banks), a lot of strong projects that would normally be financed by the primary market hit the secondary market. So only strong projects have a chance to get financed at the moment. Projects where developers have min. 10% investment in the project.

Additionally, instrumental in cultivating strategic alliances with five distinguished contacts across diverse industries, yielding the acquisition of premium real estate assets and successful project collaborations with astute investors. An Associate Agreement with the esteemed USA-based company, C4 WorldWide Inc., was duly executed on November 11th, 2008. Proven aptitude in sourcing and identifying novel business development opportunities, as well as securing investor and funding resources, leading to highly fruitful connections with the right stakeholders and the forging of mutually advantageous partnerships. This prowess extended to securing exceptionally favorable terms with investors and sourcing robust projects even in a challenging market environment.

Contact manager (cars, B2B), Delta Car South Ltd 12/2003 – 12/2005

Worked in Delta Cars South Ltd (car reseller, big chain in Finland 40 car stores) as a contact. Managed customer relationships and contacted decision makers at companies, resulting in successful sales and customer service efforts.

Acquired new customers and sold services and products to companies, resulting in sales of over 1 million euros in 2005 through high volumes of customer visits, cold calls, test drives, and deliveries. Bonus came when I did 40 customer visits/meetings, 100 cold calls (outbound), average 30-40 offers and calls after offers, test drives between 20-25, delivery of cars 5-6 monthly. My sales in 2005 exceeded 1 million € (passenger cars, SUVs and LCVs (Light Commercial Vehicles)).

Over a two-year span, undertook extensive prospecting efforts targeting potential customers by engaging decision-makers via phone calls and in-person visits. This rigorous endeavor resulted in over 600 customer visits, attracting a diverse portfolio of both small and large enterprises as potential clients. Particularly noteworthy was the successful onboarding of prominent corporations as clients, where the initial step involved orchestrating meetings to introduce Delta Cars' products, network, and services. This strategic approach was instrumental in securing a coveted spot for Delta Cars' brands on the official list of approved car providers for these major corporations. Notably, these efforts significantly influenced corporate car benefit policies..

Sales Manager (IT, B2B), Netello Systems Ltd
09/2002 – 11/2002

B2B- sales (acquisition of new customers). Acquired new customers and sold products such as homepages, hosting, and internet shops, resulting in sales of a few thousand euros.

Regrettably, my tenure in this position was curtailed due to the closure of the company's office in Helsinki. Nevertheless, this experience underscored my ability to perform exceptionally well under pressure and adapt adeptly to evolving circumstances.

Worked earlier in restaurant business and telemarketing. Managing teams of 10-20 workers. Ability to work efficiently under pressure and adapt to changing circumstances.

▪ **EDUCATION**

Car Sales Profession degree, GPA 4.2
Rastor-Instituutti Ltd, <https://www.rastorinst.fi/en/>

Vocational Qualification in Business and Administration, 120 cu, GPA 3.9
Specializing in Business Economics
Helsinki Business College, <https://en.bc.fi/>

Studies for Vocational Qualifications in Metal Work and Machinery (3 years)
Salpaus Further Education, <https://en.salpaus.fi/>

▪ **ARMY**

Brigade of Karjala, Vekaranjärvi
Special training; MP (military police)

• **LANGUAGE SKILLS**

Finnish	mother tongue
Swedish	average
English	excellent

▪ **COMPUTER SKILLS & APPLICATIONS (for office and remote work)**

- Operating systems: M365, O365
- Office- programs: M365, O365, Google Workspace
- Scala- operational system, Saleshawk- and MBS- CRM program, Salesforce, Microsoft 365 Dynamics
- E-mail programs: Microsoft Outlook and Lotus Notes
- also, good knowledge about broadband- and wireless- technologies
- <https://www.pixid.uk>, <https://www.srxp.com>, www.likeit.fi, www.workplace.com (Facebook), <http://www.slack.com>
- e-commerce, mobile, SOME

▪ **REFEREES**

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Best Regards,

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