



OLLI ELORANTA

An Associate Vice President of ISIS, with responsibility for the Nordic region, Olli contributes extensive management, technology strategy, product and new business development experience to the ISIS Team. Based in Finland, Olli has guided business growth processes for a wide range of leading enterprises in Europe and the US, with particular emphasis on Finnish-based companies such as Huhtamaki, Kemira, Neste Resins, Outokumpu, Rautaruukki, Tamglass, Metso and Visko.

During his over 20 years of management consulting experience, Olli was a professional member of the Finnish-based S.A.M.I. consulting team, well known for their strategic consulting activities, along with senior level affiliations with both US- and Japanese-based "think tank" organizations. It was with these latter organizations that Olli managed a diverse range of business and product development programs involving business opportunity identification; feasibility assessment; determination of critical success factors; and technology transfer.

Among his management consulting achievements, Olli developed and successfully applied a conceptual framework and working process for the inventory and assessment of a company's present technology base and its future evolution, as well as development of technological options in support of a company's business strategy.

Olli's impressive career also includes venture capital fund management as Managing Director of Suomen Yrityskehitys Oy, the venture capital arm of EKA Corporation. In this capacity he was responsible for the search and analysis functions; investment proposals; and management of the firm's investments portfolio.

Earlier in his career, Olli held senior level marketing positions with Unilever and Cederroth. It was during these 13 years that he practiced and enhanced his marketing skills and knowledge.

Olli's affiliation with ISIS dates back to 1987 when a Summit System was initiated with Valmet Paper Machines (now Metso Paper).

Olli holds a degree in Economics and Marketing from The Helsinki School of Economics. He has published 20 articles dealing with business and technology strategy and innovation processes, and he is currently co-authoring a book titled "FOCUS - Key to Innovation". Olli is a citizen of Finland, fluent in Finnish, English, Swedish and brushing up his French. He is married with three adult children.

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