



Kaisa Tervahauta

Account & Service Management | B2B Expert Services | Business
Development | Regional & Project Development | Oulu, Finland

+358 50 521 0064 · tervahauta.kaisa@gmail.com · linkedin.com/in/tervis · kaisatervahauta.fi

Profile

I'm a generalist with more than 10 years in account management, services and sales at B2B expert service companies. As Service Manager, I raised my team's billable utilisation from 60-70% to 80% by focusing on the right clients and phasing out the wrong ones in a controlled way. As Interim CEO, I led a 15-person remote organisation through a business restructuring, and employee eNPS rose from -50 to +38 over the same period. I'm also interested in regional and project development in Northern Finland and Nordic cooperation. I work best in a well-led team with experienced colleagues to learn from.

Core skills

- Account and service management
- Resourcing, subcontracting and staff leasing
- People management and leading remote teams
- Regional and project development, public procurement
- B2B sales, proposals and pricing models
- Business development and productisation
- Processes and systems (ERP, CRM, PSA)
- Sustainability and VSME reporting

Experience

TALVEA · audit and consultancy 5/2026-2/2027

Business Developer from 9/2026 · Project Manager, Sustainability Services 5/2026-9/2026

- Market research and productisation of services: buyer journeys, ideal customer profiles and buyer personas. Sales and representation in networks such as BNI, the Chamber of Commerce and entrepreneur networks.
- As Project Manager, delivered a VSME report, a double materiality assessment, baseline data for emissions accounting and service design.

Tervahauta Consulting

from 1/2025

Business Developer and Consultant

- Strategic development and board work (Paija Group, outsourced HR), marketing plans (AhoP Management, software; NDT Inspection & Consulting, industrial testing) and marketing and sales advisory (Kalottipalvelut, logistics; Stadium Apartments, hostel).

Wannado Marketing Oy

7/2023-12/2024

Interim CEO, 15-person remote-first marketing agency

- Set up the new company and kept daily operations running through a business restructuring in which employees and clients transferred to it.
- Employee eNPS rose from -50 to +38. Key actions: regular one-to-ones, training during working hours and a bonus scheme that was actually followed.
- Responsible for employer obligations, contracts, systems (Netvisor, Pipedrive, Koho), sales and client relationships.

Wannado Oy · virtual assistants and growth consultancy

4/2020–7/2023

Service Manager 8/2022–7/2023 · Marketing Specialist 4/2020–7/2021

- Raised the team's billable utilisation from 60–70% to 80% through clearer time logging, a focus on ideal clients and a controlled exit from poor-fit accounts.
- Grew website project size from around €1,000 to as much as €10,000 by focusing on our strengths and protecting the team's focus time.
- Resourced the work of 7 specialists and freelancers. Sold expert work, subcontracting, staff leasing and outsourced support functions with per-minute, hourly, monthly and project pricing. For example, an executive assistant worked full-time for a US technology company, with Wannado as the employer. Clients included Anna Perho, Software Finland, Juristin Muotoilukoulu and People Cloud.
- As Service Manager and CEO at Wannado, sold over €200,000 of expert services through LinkedIn.
- As Marketing Specialist, created marketing plans, content, social media and search engine marketing for growth companies.

Luxid · digital transformation and marketing technology

8/2021–7/2022

Digital Marketing Manager

- Multichannel global digital marketing, conversion tracking and web analytics for clients such as ICEYE, HMD, Sandvik, Lowell, Kemppi, Metsä Board and Atea.
- Received the Northernmost Team Empowerment award for team spirit in a remote setting.

Earlier career

2006–2020

Freelance marketing and communications 2014–2020. Restaurant and retail work 2006–2014. Internship at the Ministry for Foreign Affairs of Finland in 2016, during Finland's Presidency of the Nordic Council of Ministers.

Education

- **Master of Arts, Corporate Communication, major in Nordic Philology**, University of Oulu 2019. Master's thesis: Representationen av Norden. Exchange studies at Uppsala University 2012–2013, International Relations 60 ECTS.
- Specialist Vocational Qualification in Leadership and Business Management (JYET), Rastor 2023 · Approved Board Member (HHJ), Oulu Chamber of Commerce 2025
- Basic Studies in Business 30 ECTS, Open University 2026
- Green Transition Expert Training, Finnish Environmental Institute Sykli 2026
- Project Expert 5 ECTS and Public Procurement and Tendering 5 ECTS, Xamk: in progress, completion 30 Nov 2026

Positions of trust

- Board Member: Pajja Group Oy since 2023, Wannado Marketing Oy 2023–2024
- Oulu Region Marketing Steering Group 2021–2025
- OSAO (Oulu Vocational College), Member of the Joint Municipal Assembly since 2025
- Mentor: Startup Weekend Oulu 4/2026 and Kasvu Open Oulu 9/2026
- Earlier, among others: Chair of the UN Association 2016, Nordenambassadör 2016, Student Union Board 2017 and ESN Oulu 2014–2017

Languages and tools

- **Languages:** Finnish (native), Swedish (fluent), English (fluent) · Driving licence B
- **Systems:** Netvisor, Pipedrive, HubSpot, Vainu, Koho, Severa, Zoho
- **AI and automation:** Copilot, Copilot Studio, Power Automate, Claude, Gemini, Zapier. I experiment with these tools in my own work and free time.