

KRISTIAN TOIVO



Summary:

Senior executive with deep understanding of ICT, experienced in developing strategy, leading technology selection and product development, developing ecosystems and partnerships, and driving global sales and delivery.

Complementing an international corporate career with leading turnaround and business development in the tech start-up environment. Broad industry exposure through current executive leadership of a globally operating non-profit organization.

Proven experience in driving sales and managing customer relationships to grow existing business and achieve break-in with new customers.

Experienced in leading product development enabling customers to launch commercial offerings while evolving product roadmap towards strategic objectives.

Formal non-executive director qualifications with practical experience in board governance of start-ups and small companies in Finland, Norway, and the UK.

Career History:

Telecom Infra Project (TIP), London, UK, June 2022 –

Position: Executive Director

Took over the role of Executive Director of TIP with a mission to expand membership and increase global impact of its technology development activities. Special focus on enabling global adoption of Open RAN solutions in a situation where the market focus is shifting from standards and technology development to integration, certification, and deployment activities.

Atos, Telco, Media and Technology, London, UK, February 2020 to May 2022

Position: Global Client Executive Vodafone

Atos is a global IT services and system integration company headquartered in Paris, France. I was hired to grow business with Vodafone by establishing a global account team, develop strategic partnerships, and to lead and coordinate the local accounts to secure deliveries and customer satisfaction.

During my time at Atos, I established a new global account team and developed a strategy aiming to transform Atos from a supplier to individual Vodafone operating companies to become a partner for Vodafone Group, with special emphasis on enabling revenue growth through joint go-to-market initiatives in key enterprise customer segments.

The strategy also included establishing Atos as a System Integrator for network transformation, addressing the accelerating integration of network and IT technologies as manifested by the Open RAN and TelCo Cloud initiatives championed by leading operators, including Vodafone. I had the leading role within the Atos Telco industry vertical in leading the strategy development, recruitment of expertise and positioning the company to fit this emerging key market.

The strategy was successful leading to an increased number of joint initiatives with Vodafone, and a healthy growth of the business. The initiatives included developing the partner ecosystem required to offer complete and compelling solutions to jointly address the market. I developed good relationships among partners to Vodafone and Atos, relevant to the enterprise market as well as within the ecosystem of network technology and platforms.

Zenterio AB, Linköping, Sweden, February 2017 to August 2019

Positions: Chief Operating Officer (COO) and Chief Executive Officer (CEO)

A software company with 100 employees, Zenterio developed client software for Set-top Boxes, offered to Pay-TV operators. I joined the company as COO when key customer projects were failing. I increased capacity in the organization through offshoring, re-negotiated customer contracts and delivery plans, and established governance to track projects, costs, and invoicing. To enable growth, I initiated development of a new product portfolio based on key trends in the media industry.

As a result of the changes and efforts all key customers, foremost among them Deutsche Telecom, launched their advanced TV services successfully, and a new product portfolio was introduced to the market in 2018.

I was appointed CEO of Zenterio, with the objective of transforming the company due to finalization of the largest customer project. I reduced costs, won new business, and developed an M&A plan to enable re-financing of the business. The company was eventually restructured and merged with a competitor.

Ericsson Sub-Saharan Africa, Johannesburg, South Africa, March 2014 to January 2017

Position: Head of Customer Unit Vodafone

The objective for my role in Africa was to break-in to Vodafone in sub-Saharan Africa. I established account teams covering key countries and mobilized global resources to support sales, while personally managing executive relationships.

Executive customer relationships and strong pre-sales activities enabled Ericsson to win new product and service business in South Africa, Kenya, and Tanzania.

Ericsson España, Madrid, Spain, January 2012 to February 2014

Position: Key Account Manager Vodafone

The objective for my role in Spain was to increase market-share for Ericsson in radio and capture new business outside traditional network products.

The business volume increased through successful 3G and 4G deployment, with high customer satisfaction, and we won new business in Vodafone TV services.

Ericsson UK, Newbury, United Kingdom, January 2007 to December 2011

Position: CTO for Global Customer Account Vodafone

My role as CTO was to manage the relationships with technology executives in Vodafone Group. I also lead pre-sales activities with a team of 25 professionals in UK, Germany, Italy, and Spain increasing Ericsson market share with Vodafone.

Key successes include winning the first European 4G contract in Germany and major global contracts for evolved packet core and next-generation HLR solutions.

I personally led the joint governance on behalf of Ericsson of the massive 3G implementation project in India, achieving positive feedback from the C-level of Vodafone India and Vodafone Group for a well-managed project.

Ericsson Eurolab, Aachen, Germany, January 1999 to December 2006

Positions: Managing Director and Head of Development Unit Core Networks

Initially leading Ericsson's German R&D company, I became responsible for product development, software delivery and product support for Ericsson's core network product portfolio used by more than 100 operators. My global organization consisted of 3500 R&D engineers working in Ericsson's R&D organizations and outsourced operations in 10 countries. I was responsible for all projects, consolidated budget, personnel development, and key technology decisions including technology sourcing across all locations and product ranges.

Oy LM Ericsson Ab, Jorvas, Finland, January 1985 to December 1998

Positions: Various including Head of R&D

Following various roles in R&D, product management and sales, including postings in Sweden, USA, and Mexico, I became responsible for all Ericsson R&D operations in Finland consisting of 700 R&D engineers, focusing on mobile switching solutions, base station platform development and research.

During this time, I engaged intensely to support Ericsson business in Finland through my personal relationships within the telecommunication cluster in Finland.

Own Service Company Tek2 Consulting Ltd, Windsor, UK, February 2017 -

Positions: Senior Consultant and Director

Tek2 Consulting is a service company of my wife and myself, through which we have worked on various assignments. We have engaged with small technology companies developing their strategy and business plans, with special focus on sales strategy, staffing of the sales organization and needed investments to succeed in the market, as well as developing their HR and legal policies.

Board Memberships:

Lempea Oy, Helsinki, Finland

Deep tech startup focused on solutions for industrial IoT and Edge Computing. Following 18 months of product development the company launched its solution to

the market winning its first customers, while negotiating with VCs about further funding. I supported the management on go-to-market strategy and discussions with VCs, while ensuring proper governance together with another non-executive board member.

Sixty A/S, Bergen, Norway

I was a board member, representing the shareholder Zenterio AB, throughout the spring and summer of 2019, when Sixty was focusing on a turnaround to overcome its financial limitations. In addition to guiding the management on cost reductions and prioritized sales activities, I focused on improving board dynamics and cooperation between the board and the management of the company.

AdScribe Ltd, London/Dublin, UK/Ireland

As sole director of this UK-based subsidiary of Zenterio AB, I oversaw the process of voluntary liquidation and asset sale to the executive management, resulting in a new healthy company being established in Ireland.

Education:

Helsinki University of Technology, Espoo, Finland, September 1980 to December 1984

Master of Science (Eng.) in Technical Physics

Björneborgs Svenska Samskola, August 1967 to May 1979

Finnish Matriculation Exam

Military Service at Nylands Brigad, Ekenäs, Finland, June 1979 to May 1980

Officer in Reserve, Company Commander, Infantry

Board Member Qualification

Financial Times Non-Executive Director Diploma – Pearson SRF BTEC Level 7 Advanced Professional Diploma, passed in October 2019

Other training

Complete Executive Education program at Ericsson including external University partnership with Boston University

Participation as assessor and coach in several assessment centers at Ericsson Group to identify and coach young talent

Participation in several Assessment Centers in preparation for new roles and assignments in Ericsson

Languages:

Swedish Mother Tongue

Finnish Equals Mother Tongue

English Fluent spoken and written

German Fluent spoken and written

Spanish Fluent spoken and basic written

Hobbies:

Running and swimming, reading science and contemporary fiction, playing piano.