



Matti Ikalainen

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Business Director

I am an experienced business leader with over 10 years of experience in driving growth, developing digital business operations and leading organizational transformation. I have strong expertise in building and scaling business units, particularly in digital and eCommerce environments. I have achieved measurable results through strategic leadership, analytical thinking and the application of modern business models.

As one of the founders of Eeco Oy, I led the company's growth from a small digital agency into one of Finland's leading eCommerce consultancies, focusing on growth, culture-building and the development of sales and operational processes. The journey culminated in the company's acquisition by Fonecta in 2022. At Fonecta, I led the eCommerce unit, achieving a 30% improvement in efficiency within a short period and transforming it into the company's best-performing expert business unit. Following a strategic shift, I also successfully managed the unit's controlled closure while maintaining budget discipline and high customer satisfaction.

My strengths lie in a deep understanding of digital business, applicable across industries. I modernize and optimize operations, processes and teams with a goal-oriented and analytical approach, combining human-centered leadership with a strong commitment to results.

PROFESSIONAL EXPERIENCE

HEAD OF GROWTH

04/2026 -

Suomen Kasvurahoitus Oy

Responsible for developing the company's growth-driving commercial engine at the intersection of marketing, sales, and AI. I build scalable lead generation, develop campaigns, customer acquisition channels, and conversion paths, and leverage data, automation, and AI to strengthen the alignment between marketing and sales, improve commercial efficiency, and support business growth.

MANAGEMENT TEAM MEMBER

03/2024 - 12/2024

Oikio Oy

I was part of Oikio's management team, where we designed a new strategy and organizational structure to support the company's growth in a challenging market environment.

HEAD OF BUSINESS UNIT, eCommerce

05/2023 - 12/2024

Fonecta Oy

Led the eCommerce business unit, achieving over 30% efficiency improvement and making it Fonecta's best-performing expert business area. After a strategic shift at the group level, I was responsible for the unit's controlled shutdown — executed on budget and with full consideration of all stakeholders: employees, customers and partners.

SALES & MARKETING MANAGER

04/2022 - 04/2023

Fonecta Oy

After Fonecta acquired Eeco Oy, I served as Sales and Marketing Manager within the eCommerce division. My responsibilities included leading, coaching and developing the sales team. During the post-merger integration, I implemented new operational models, integrated our sales process into Salesforce CRM, and established cross-unit sales collaboration.

SALES & MARKETING DIRECTOR

01/2020 - 03/2022

CEO & FOUNDER

02/2014 - 12/2019

Eeco Oy

As co-founder, CEO, and later Sales & Marketing Director, I led Eeco's transformation from a general digital agency into one of Finland's leading eCommerce consultancies. In April 2022, the company was acquired by Fonecta, Finland's leading digital marketing service provider. During our growth phase, I built the company's sales models, implemented a CRM system, managed daily sales operations and oversaw marketing. As CEO, I developed organizational practices, managed financials, reported to the board and handled recruitment.

OTHER WORK EXPERIENCE

OWNER, ECOMMERCE AND SALON

2015 - 2017

Grew hiuksillesi.fi into one of Finland's largest online hair product stores, selling domestically and internationally through Amazon and our own web store.

ENTREPRENEUR, Timer Group Oy 2014

2013 -

Founded a SaaS-based online booking software used by over 400 clients, primarily in the beauty, wellness and service industries.

ENTREPRENEUR, Camping Nyssänniemi

2005 - 2012

Developed a camping site's annual overnights from 2,500 to 8,000 and created new event concepts, such as "Entisten Nuorten Bileet" which continued for more than 10 years.

EDUCATION

MASTER OF SCIENCE (ECONOMICS AND BUSINESS ADMINISTRATION) Knowledge Management and Leadership

2022–2025

LUT-University

Graduated in January 2025 with excellent grades while studying alongside full-time work. Master's thesis (grade 5): "CREATING BUSINESS VALUE WITH ARTIFICIAL INTELLIGENCE"

BACHELOR OF BUSINESS ADMINISTRATION

2009–2012

JAMK University of Applied Sciences

RESERVE OFFICER TRAINING

2007–2008

Finnish Defence Forces

Matriculation Examination

2007

Keuruu Upper Secondary School

TECHNICAL SKILLS

CRM & Marketing Automation: Salesforce, HubSpot, ActiveCampaign, Pipedrive

Analytics & Tracking: Google Analytics 4, Hotjar, CrazyEgg, UTM Tracking

Advertising Platforms: Google Ads, Meta Ads Manager, Klaviyo, Marketo, SEMrush, Mailchimp

Web & eCommerce: Shopify, WordPress, Adobe Commerce

AI Tools: ChatGPT, Perplexity, Copilot

Project Management: Trello, Asana, Monday, Jira

Office Tools: MS 365, Google Workspace, Windows / macOS

LANGUAGES

Finnish (native), English (fluent), Swedish (intermediate), German (basic)

HOBBIES

Fishing, especially fly fishing. I enjoy an active lifestyle with regular exercise (cross-country skiing, running, gym training and various ball sports) and spending time outdoors and traveling.

REFERENCES

Hanna Länsivuori (Oikio Oy / Fonecta Oy), Patrik Sallner (Fonecta Oy), Kimmo Koho (Transmeri Group)

References available upon request — I will notify referees in advance of contact.