

Ari Backholm

Executive Vice President, Products & Marketing

Ari Backholm joined Smartner in December 1999, just three months after the company was founded. He is one of four entrepreneurs that have managed Smartner's growth and established relationships with some of the leading players in the mobile industry, including Vodafone and Nokia.

Ari is responsible for Smartner's product management and heads up the products and marketing team. His core responsibility is to ensure that Smartner's mobile applications remain the most innovative, yet user friendly, in the market. Ari's mission is to ensure that the Smartner solution continues to meet customer needs and remains the operators' preferred mobile office solution.

Before joining Smartner, Ari worked for Sedecon Consulting where he oversaw strategy, business development and knowledge management projects for major Finnish and international corporations. Prior to this he was a teaching researcher at the Helsinki University of Technology and organised courses in strategic management and marketing.

Ari holds an M.Sc. (Eng) degree with major in Strategy and International Business and minor in Telecommunications Software. He is currently finalising his doctoral thesis at the Institute of Strategy and International Business at the Helsinki University of Technology, Finland.