



## MIKAEL PALTSCHIK

Senior Advisor at Capful Oy. Ph.D. (Econ.), associate professor

Before joining Capful in 2018 Mikael has had a career in both managerial, academic and consultative positions. He worked with the management consulting firm Synocos in Helsinki from 2015-2018. From 2005 to 2015 Mikael was Partner at NormannPartners, a strategic management consulting firm based in Stockholm. During the years from 2000 to 2004 he was CEO of Sifo/Research International Sweden AB, the biggest market research agency in Sweden. Under Mikael's leadership the old Sifo company, with almost 300 employees was merged into Research International, the world's leading ad hoc market research agency, belonging to the global marketing services giant WPP

From 1990 to 2000 Mikael held a number of positions within the Sifo Group, both in SMG Finland, SMG Sweden and Sifo Research & Consulting. He worked as a VP Development, senior consultant and at the end of the period he headed the biggest division of the company. He was in charge of major client engagement extending the notion of Management of Intangible Assets and Balanced Scorecard into managerially sound measurement and development tools for large organization. His work has been internationally acknowledged, e.g. at Harvard Business School where he has been invited to present concepts and findings.

From 1977 to 1990 Mikael was part of the academic community. After graduating from the Swedish School of Economics and Business Administration (Hanken) he continued pursuing academic research. He held different positions as teacher and researcher at Hanken. He acted as professor in marketing both at Hanken and at the University of Jyväskylä. 1989 he spent time as Visiting Professor at the European Institute for Advanced Studies in Management in Brussels. Returning from Brussels Mikael was in charge of executive education at Hanken. During the years Mikael held a number of administrative positions such as Head of the Marketing Faculty, Member of the Board of the School, Chairman of the scientific publication committee, Chairman of the Research Assistants Association, Chairman of the Computing Centre, Chairman of the Finnish Case Clearing House and member of the Board of the Research Institute. He is still an associate professor.

**Professional Experience:** Both as consultant, manager and academic researcher Mikael has worked with applied research focusing on scenarios, strategy, strategy development, offering design, business innovation and reframing,. The linkage between strategy, competitive landscape, customers and competence as a basis for profitability has been a central aspect of the work. Another area of Mikael's interest is innovation, both how to foster innovations and the diffusion and adoption processes. Examples of clients Mikael has worked with are: Alliander, Delta Lloyd, EDF, Ericsson, ICA, ICMM, IRIS, MTR, Nordea, Oxford University - Executive Education, PAF, PostNord, Repsol, SCA Hygiene Products, Scania, SJ, Spendrups, Stockholm County - Innovation Alliance, Stockholm School of Economics - Executive Education, Swedbank, SVID, Telia, There Corporation, UAE - Prime Minister's Office, University of Gothenburg, Wårtsilå.

He has been Chairman of the Board of NormannPartners AB, Tidningsstatistik AB and Oy Probit AB

**Languages:** Swedish as mother tongue, fluent English and Finnish, basic skills in German, Danish and Norwegian.

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