

SARI HEINONEN

born 1976, lives in Oulu and Helsinki

PROFESSIONAL EXPERIENCE

Terveystalo Plc (2/2024–)

- Executive Vice President, Healthcare Services

OP Group (2018–2024)

- Chief Executive Officer, OP Life Assurance Company Ltd (2021–2024)
- Senior Vice President, Retail Customers, Banking (2019–2020)
- Vice President, Marketing, Channels and Digital Sales (2018)

NapapiiriHub Ltd (2016–2017), CEO

OP Group (2011–2016)

- Senior Vice President, Digital and Physical Service Channels (2014–2016)
- Vice President, Digital Sales and Marketing (2011–2014)

DNA Plc (2007–2011)

- Head of Strategy and Business Intelligence, Head of Customer Intelligence

Oulun Puhelin Oyj (2002–2007), Department Manager, Consumer Business

University of Oulu (1999–2002), Assistant

PREVIOUS BOARD DUTIES

- Kaleva Media Group
- Helsinki Area Cooperative Bank, Deputy Chair of the Board of Directors
- Data & Marketing Association of Finland
- Rollock Oy
- LocalTapiola Pohjoinen
- Oulu Business School

EDUCATION

- PhD (Economics and Business Administration), University of Oulu, 2002; Master of Science (Economics and Business Administration), University of Oulu, 1999
- Harvard Business School, 'Driving digital and social strategy' course 2015 (USA)
- Business Sustainability Programme training period, INSEAD Business School, 2022 (France)

