



MISKA KASKINEN

PERSONAL SUMMARY

Ambitious and results-driven sales professional with long experience in international market expansion and strategic partnership development. Proven track record in pioneering market entry and generating high-value distribution channels within competitive markets. Past 3 years focused on becoming high level expert in artificial intelligence, coding and automations to apply these for the development of future sales teams of the tomorrow.

Professional Skills

- Strategic Market Entry
- Sales and Distribution
- International Business Development
- Relationship Building and Networking
- Negotiation and Deal Closure
- Sales Strategy and Execution
- CRM Software Proficiency
- Market Analysis
- Sales Forecasting and Reporting
- Artificial intelligence
- Basics of Python & Javascript
- Automation tools
- API & Webhook integrations

Personal Skills:

- High Work Ethic
- Strong Sense of Urgency
- Proactivity
- Adaptability in Fast-Paced Environments
- Relationship Nurturing
- Problem-Solving Orientation
- Team Collaboration
- Continuous Learner

Language Skills:

Finnish - Mother tongue

English - Fluent in both social and professional environment

Swedish - Basic understanding

CONTACT INFORMATION:

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CAREER HISTORY

Swift dial Oy

Co-founder / CTO, 01/2025 - Present

- Worked with over 10 clients including Intersport, Fondion, Fundu, Palkkaonline
- Developed automated revenue engines and business process solutions
- Built custom MCP servers for automation needs

Nature Line Cutlery Oy

Sales manager 09/2022-2024

- Strategically developed key international markets, including the UK, Germany, Spain, Italy, and France, driving global brand expansion.
- Advanced distribution partnership in the UK to establish a strong foothold for new market penetration.
- Fostered valuable relationships with major European retailers and wholesalers through direct negotiations and strategic partnerships.
- Collaborated with the Deutsch-Finnish Chamber of Commerce, yielding direct contacts and facilitating negotiations with top-tier German retailers.

Huhtamäki Foodservice Nordic Oy

Account manager 03/2020- 09/2022

- Account management
- Ensuring product availability to our customers with tight collaboration with supply chain and Huhtamäki factories across Europe
- Pricing and profitability tracking, price increases
- New business hunt in Nordic region
- Budgeting and forecasting
- Managing Ice Cream customers within Finland and across Nordics;
 - taking full responsibility in coordinating Ice Cream packaging projects.
- Preparing IC market reports and analysis to Huhtamäki segment
- Customer specific product launches to Huhtamäki Foodservice customers
- Developed new sales pipeline and built cases for investments to support attainment of new business

PinPops Oy

B2B sales (import & export of printed goods) 10/2019-02/2020

- Problem solving and customer service for well-known organizations
- Communicating with various multinational stakeholders
- Controlling the entire sales funnel, from first customer contact, to closing the deal.
- Making sure everything is delivered as promised even after the sale



EDUCATIONAL HISTORY

University of Vaasa, M.Sc. in Economics and Business Administration, 2020-2024

- Majored in Strategic Business Development
 - GPA 3.92

Bond University, Bachelor of Business, 2019

- Majored in Marketing, Internet- and Social Media marketing
 - Graduated with percentage average of 71%

Helsinki School of Business, Pearson BTEC Level 5 Higher National Diploma, 2017

- Business management & administration



OTHER ACHIEVEMENTS

- Rewarded with International student scholarship by Bond University
- Part of a team that created startup called DrinkSafe, which achieved national media coverage in Australia by fighting against drink spiking (<https://www.facebook.com/DrinkSafe.Bond/>)
- Finalizing Master's thesis that studies value co-creation within ecosystems together with industry leading case companies.