## CONTACT

**Samppa Turunen**

Ymmerstanmäki 3B, 02750 Espoo
+358 40 500 20 23
samppa@samppaturunen.com
samppaturunen.com
linkedin.com/in/sampppaturunen

## PRODUCT LEADERSHIP

- Strategy, portfolio & roadmaps
- Discovery & prioritisation
- Investment trade-offs
- SVPG / Scrum / Agile

## PEOPLE LEADERSHIP

- Coaching & servant leadership
- Cross-functional teams
- Trust & team culture

## MARKET & STRATEGY

- European SaaS scaling
- B2B enterprise & telco
- Regulated markets
- RFP response & pre-sales

## TECHNOLOGY & AI

- AI agents & agentic workflows
- LangChain / LLM pipelines, MCP
- Cloud: AWS, GCP, Terraform
- Python, JavaScript, React
- Microservices, IoT, data & BI

## TOOLS

- Jira, Confluence, Git
- GitHub Actions, Playwright, Ansible
- Google Workspace, Excel
- Splunk, Slack, Jenkins

## AI DEVELOPMENT

- Claude Code, Cursor, Copilot
- Agent-driven dev pipeline
- MCP servers: Jira/Xray, Confluence, SharePoint
- Agent rules, gates, canary loops
- LangChain, RAG, Vertex AI

## LANGUAGES

Finnish — Native
English — Fluent
Swedish — Basic
Spanish — Beginner

## EDUCATION

**M.Sc. Software Product Dev.**
Helsinki University of Technology, 2003
Thesis grade: Excellent (5/5)

**Certified Business Coach**
ICF-accredited programme, 2020

**Certified Scrum Master**
2008

# Samppa Turunen

Technology leader · Product and engineering · Business coach

## PROFILE

I have spent 26 years connecting technology, product and business as an engineer, Product Director, CTO and COO. My work spans healthcare technology, public-sector systems, cloud gaming, smart homes and indoor positioning, which has given me a practical sense of how different industries think about software, risk and value.

I lead through coaching and stay close to delivery: shaping strategy, developing teams, and building AI and software products myself. Much of the recent work has been hands-on AI — building pipelines and helping teams use the tools safely. I am most useful where a complex technical programme needs clear priorities, practical leadership and trust across organisational boundaries.

## WORK HISTORY

### Everon Group (FIN/SWE/UK) — Consultant Technical PO/PM and Coach

Apr 2025 – Jul 2026

Planned and drove a healthcare technology platform renewal across Finland, Sweden and the UK, while helping product and engineering teams adopt practical AI-native ways of working.

**Key achievements:**

- Product ownership and architecture for a planned move from legacy on-premises hardware to a recurring-revenue cloud SaaS platform
- Acted as hands-on product owner, programme lead and coach across strategy, architecture and delivery
- Took AI-assisted development into everyday practice for product, engineering and QA together: agent-assisted coding, Copilot in code review, Playwright E2E and GitHub Actions CI/CD, with AI rules and training for the whole organisation
- Built the MCP servers the agents needed: Jira with Xray, so manual test cases turn into Playwright tests automatically; Confluence and SharePoint, with analysis done in the MCP layer to save tokens

### Traficom / Nextcon Finland Oy — Consultant ICT Product Owner

Jan 2024 – Apr 2025

Product ownership for a large mission-critical IT modernisation programme in one of Finland's central government agencies. A compliance-heavy environment, where delivery quality, stakeholder alignment and governance all carry weight.

**Key achievements:**

- Defined product vision and prioritisation across engineering, legal, operations and vendor teams
- Improved team momentum and morale through agile practices and a clan-based team structure, in a place that had worked in waterfall
- Led an AI study with Kyberturvallisuuskeskus (NCSC-FI) to enable controlled proofs of concept, including an on-premises LLM on OpenWebUI and Ollama
- Built working relationships across government, vendor and internal stakeholder groups
- Wove security requirements into the build pipeline, with SonarQube, OWASP tooling and Splunk logging, and an audit trail that had to hold

### Wiztivi (Finnish subsidiary) — COO & CTO

Jan 2019 – Jun 2023

Led product strategy, portfolio direction and organisational design for the 35-person Finnish subsidiary of a French cloud gaming platform vendor. Served major European telcos — Orange and SFR — with SaaS product development and direct customer work.

**Key achievements:**

- Owned the product roadmap and investment priorities for a B2B SaaS platform, aligned with what the telco customers needed
- Scaled product operations across the French and Finnish markets; customer satisfaction moved from poor to excellent
- Kept monthly iterative delivery with Orange and SFR, across Finnish and French teams
- Built an ML and A/B-testing pipeline for subscription churn reduction
- Represented the product to enterprise buyers at IBC and other European trade shows; supported RFP responses and technical sales presentations
- Led the organisation through two acquisitions while maintaining delivery and team stability

- Left the product organisation ready for acquisition: clear strategy, healthy culture, delivery a buyer could see

### Cozify — Smart Home Automation — CTO

Apr 2017 – Dec 2018

Led product and engineering strategy for an IoT and smart home SaaS startup, with scarce resources and more product ambition than the team could carry at once.

**Key achievements:**

- Focused limited engineering investment on core product quality, customer value and the commercial work that could scale
- Implemented a Python microservice and event streaming platform on AWS ECS with Terraform
- Established information security policy and processes, early enough to build the product on top of them

### IndoorAtlas — Indoor Positioning Platform — Product Director

May 2015 – Oct 2016

Took a novel indoor positioning platform from beta to market launch, and established product management, cross-functional team structures and customer discovery practices.

**Key achievements:**

- Defined product vision and a phased roadmap to maturity, with board-level investment reporting
- Built cross-functional discovery and prioritisation around outcomes instead of feature volume
- Managed customer relationships in Europe and Asia as the platform passed one million monthly users

### G-cluster — Gaming-on-Demand Platform — Director, Product Development & Deployments

May 2001 – May 2015

Fourteen years helping scale one of Europe's first cloud gaming platforms, through enterprise telco deals, international deployments and long customer partnerships.

**Key achievements:**

- Product strategy aligned to enterprise customer roadmaps; launched the platform for two major telcos and kept those relationships for a decade
- We were a small, modern vendor and the telcos ran waterfall. I showed them monthly iterative delivery in their own launches; that way of working stuck on their side and became how we shipped together for years
- Led the deployment lifecycle from RFP and architecture through pilot to commercial launch and ongoing service

## AI & INNOVATION PROJECTS

Hands-on AI and embedded projects. Staying close to the building is what keeps my advice honest:

- AI Ship Systems Design (AISSD) — production RAG/LLM web app for analysing technical documents; LangChain pipelines; flagship: maritime systems design
- ESP32 RFID access control system (C/C++ + React frontend) — in commercial pilot at a shipyard
- Electricity price monitoring and relay control device (Arduino/ESP32) — shifting consumption to off-peak hours; in market-study phase
- Google AI Vertex + Tesseract OCR on Raspberry Pi — self-trained models for licence plate detection and automated gate access control
- Indoor positioning + public library integration — guiding users to shelf locations on a map; delivered for the City of Espoo
- Agent-driven development pipeline — the process behind AISSD: issues and labels as the whole state, five skill files, two orchestrators, CI gates and a canary loop; about a thousand tickets a month, no orchestration framework