



# Changes in Pihlajalinna's management team: Company strengthens its Management Team

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In 2024, Pihlajalinna Plc. will focus on organic growth and improving its profitability and financial position as well as leadership development. Ensuring the operational progress in line with the objectives, Pihlajalinna is strengthening the composition of its management team.

**Heikki Färkkilä** has been appointed as Chief Strategy and Group Operations Officer (CSOO) and a member of the management team of Pihlajalinna as of 17 June 2024. He will be responsible for the development and implementation of the company's strategy and Group operations such as procurement and facilities. Färkkilä will join Pihlajalinna from Neste Corporation where he has held various leadership positions since 2013, most recently as Vice President, Chemical recycling and renewable polymers and chemicals.

**Tuula Lehto**, the Vice President, Communications and Sustainability for Pihlajalinna, has been invited to join company's management team. Lehto is responsible for the company's communications, investor relations and the development and reporting of sustainability. She has been in this role since August 2022 and has been serving as an expert member of the management team since 2023. Lehto has over 20 years of diverse experience in communications and sustainability across various business areas, including communication consulting. She joined Pihlajalinna from the similar role in Oriola Corporation in 2022.

**Lauri Muhonen** has been appointed as Chief Information Officer (CIO) and a member of the management team of Pihlajalinna. He will start in the position latest 1 August 2024. Muhonen has a strong background in diverse IT and digital development roles within the healthcare and pharmaceutical industries. He will join Pihlajalinna from Aava Healthcare Group where he has been working as Chief Digital and Information Officer from 2017.

– We are determinedly developing operations of Pihlajalinna. Heikki Färkkilä's experience in leading business growth, efficiency, and the implementation of strategy in various transformations helps us accelerate the achievement of our goals. I am also very pleased that Lauri Muhonen, who possesses a strong industry expertise and digital development capabilities, is starting as our Chief Information Officer. The importance of communication and sustainability led by Tuula Lehto is emphasised not only in the operating environment but also in the successful development of the company's operations. I warmly welcome Heikki and Lauri to Pihlajalinna and all three as part of the management team, says **Tuomas Hyyryläinen**, CEO of Pihlajalinna.

## **Pihlajalinna's Management Team**

Tuomas Hyyryläinen, CEO

Heikki Färkkilä, Chief Strategy and Group Operations Officer (CSOO), as of 17 June

Tuula Lehto, Chief Communications and Sustainability Officer (CCSO)

Lauri Muhonen, Chief Information Officer, latest 1 August (CIO)

Tarja Rantala, Chief Financial Officer (CFO)

Sari Riihijärvi, Chief Medical Director (CMO)

Eetu Salunen, Chief Operating Officer, Public services (COO, Public services)

Marko Savolainen, Chief Legal Officer (CLO)

Pihlajalinna Plc

### **Heikki Färkkilä**

s. 1980

M.Sc. (Technology)

Finnish citizen

#### **Primary working experience:**

##### ***Neste Corporation 2013–2024***

Vice President, Chemical recycling and renewable polymers and chemicals

Vice President, Oil product development

Director, Strategy Deployment

##### ***McKinsey 2009–2013***

Several roles, latest Engagement Manager

### **Tuula Lehto**

b. 1973

M.Sc. (Pol)

Finnish citizen

#### **Primary working experience:**

##### ***Pihlajalinna Plc. 2022–***

Vice President, Communications and Sustainability

##### ***Oriola Corporation 2017–2022***

Vice President, Communications and Sustainability

##### ***Communications Agency Pohjoisranta 2011–2017***

Several roles, latest Director, Teams lead

Several Communications Manager and Specialist roles in different Companies during 2001–2011 such as

Kemira GrowHow Group/ Yara International and Veikkaus Oy

### **Lauri Muhonen**

b. 1984

Bachelor of Laboratory Sciences

Finnish citizen

#### **Primary working experience:**

##### ***Aava Medical Centre 2017–2024***

Chief Digital and Information Officer

##### ***Takeda 2014–2017***

Digital & Multichannel Manager, Nordics & Baltics

Digital & e-Marketing Manager, Finland

***Leiras/Leiras Takeda 2007–2004***

Several roles

Photos of Heikki Färkkilä, Tuula Lehto and Lauri Muhonen are attached to this release.

**Further information:**

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**Distribution:**

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Key media

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**Pihlajalinna in brief**

Pihlajalinna is one of the leading providers of private healthcare and social services in Finland. The Group provides comprehensive and quality private clinic and hospital services as well as occupational healthcare and insurance cooperation services. To the wellbeing services counties Pihlajalinna offers social and healthcare service production models, in which the cooperation between the public and private sectors guarantees effective services for citizens. Approximately 7,000 employees and 2,200 practitioners work at Pihlajalinna. In 2023, Pihlajalinna's revenue was 720 million euros. Pihlajalinna's shares are listed on Nasdaq Helsinki Oy. Read more [www.pihlajalinna.fi](http://www.pihlajalinna.fi).