

CV

Veera Siivonen, M.Sc. (Tech)

b. 1980, Finnish citizen

EDUCATION

2000 – 2003 M.Sc. (Tech.) Helsinki University of Tech., Industrial Engineering and Management

RELEVANT WORK EXPERIENCE

Sanoma

2019 – Present VP, Portfolio Development and Marketing, Sanoma News and Feature Media

2017 – 2019 Marketing Director, Head of Marketing, Helsingin Sanomat

2014 – 2017 Business Development Manager *and then* Head of Strategy and Business Development, Helsingin Sanomat

2011 – 2013 Project Lead, Sanoma Digital

Blyk

2007 – 2011 Business Manager

Nokia

2006 – 2007 Portfolio Manager, Europe

2004 – 2006 Market and Business Analyst *and then* Marketing Investment Optimization Manager, Global Nokia Mobile Phones Marketing



CV

Elina Saviharju, LL.B., LL.M., LL.M.

b. 1981, Finnish citizen

EDUCATION

2011, Master of Laws (LL.M.), Harvard Law School (USA)

Focus: Intellectual property law, technology & antitrust law

2007, Bachelor of Laws (LL.B.), Master of Laws (LL.M.), University of Helsinki (Finland)

Focus: EU law, law & economics, antitrust law, intellectual property law

RELEVANT WORK EXPERIENCE

Avance Attorneys, Senior Associate

2016 - present

Co-head of IP and technology practice; advised clients on topics such as IP, regulatory and data protection in, e.g., large M&A and PE transactions in the healthcare and life sciences industries; advised clients on regulatory questions and disputes in the healthcare sector; **visiting Senior Legal Counsel** at **Elenia** in 2019.

Uretex Group, Legal Counsel

2015 - 2016

Advised on IP and commercial disputes in various countries; handled contract matters relating to international patent licensing and project business.

Paul Hastings LLP, Associate, Life Sciences IP

2011 - 2014

Specialized in pharmaceuticals and life sciences patent litigation in the United States as part of specialist team based in New York City.

Roschier Attorneys, Associate, Technology

2007-2010

Specialized in IP and technology related legal matters, including both litigation and non-contentious advisory; **visiting Legal Counsel** at **Tieto** in 2009.