

Person

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Education

M.Sc. (Eng)	1988	Helsinki University of Technology, Finland Mechanical Engineering/ Production management
	1979	Jakobstads Gymnasium, High School

Professional training:

Future Business Leaders	2009	International mgmt training at Rautaruukki Oyj
“Attitude is Everything”,	2003	Management training with LMI, Sweden
“Leadership Through Motivation”	2002	Management training with LMI, Sweden
Sales Training Seminars	1996-1999	LMI, Sällma, and ISL, Sweden
Strategic Marketing	1997	Nordic Business Institute, NBI, Sweden
“Personal Management”	1993-1994	with LMI, Sweden
“Fuehrungskräfte- entwicklungsprogramm”	1998	Varta AG's Management Seminars, Germany
“Juniorenkreis”	1997	Varta Autobatterie GmbH, Germany

Work experience

Skaldo Oy	2010-	Senior Advisor, owner
Avexor Oy Ab	2013 -	Partner
Skaldomet Oy	2010-2013	Managing Director and Partner
Rautaruukki Oyj	2008-2010	Director, Light Engineering, BU Finland, Metals Division
Sarlin Furnaces AB	2004-2008	Managing Director
Sarlin Furnaces Oy Ab	2004-2008	Managing Director
EnerSys Europe Oy	2002-2004	Managing Director
EnerSys AB	2002-2004	Director, Sales and Marketing, Motive Power, Nordic
EnerSys AB	1999-2002	Director, Sales and Marketing, Motive Power
VB Autobatteri AB	1995-1999	Key Account Sales, Nordic OEM
VB Autobatterie GmbH	1992-1995	Project Engineer
Akkuteollisuus Oy	1988-1992	Mgr. Production Planning and Scheduling
Gates Energy Products Inc.	1984-1987	Process Dev. Engineer

Industrial experience

Automotive industry

Mechanical engineering industry
Steel industry
Battery industry

Interim assignments

2010-2012	Steel Team Oy, sales manager, deputy MD
2010-2012	Nordic Metallurgy Oy, MD
2013- (ctd)	Waldec Oy, sales support and business manager
2013	Avexor Oy: Fibox Oy market expansion project
2015-2016	Vipu Oy, Advisor in market expansion project
2016	Avexor Oy: Leimet oy, quality system development manager
2015-2017	AP&T Group Ltd, Product Development Advisor
2017 – (ctd)	AP&T Group Ltd, Product Manager

Language proficiency

Swedish	Native language
Other related Scandinavian languages fluently communicated	

Finnish	Fluent written and spoken
English	Fluent written and spoken
German	Fluent written and spoken
Spanish	Basics

Private background

Upbringing in Finland, international exposure since 1977; expatriated between 1984-1986 in the US, 1992-1996 in Germany and 1996 -2002 in Sweden.

Married, three adult children.

Experience from the boards of directors in SME's in Finland (currently Skaldomet Oy and Skaldo Ab Oy)

President of the Engineering Society in Finland (TFiF) 2014-2016

Member of the board at the Finnish Heat Treatment and Forging Association since 2012

Played 16 games with the Finnish national team in handball.

Certified yachtsman, scuba diver and moose hunter, registered sail racing crew. Sailed in 2012 the World Championship regattas in ORC and the X-41.

Over 30 years of sea-scouting and sailing instructing.

Second Lieutenant of the Finnish naval reserve.

SAMPLE ASSIGNMENT AND PROJECT EXPERIENCE

Business Management

2017 - Assumed global business responsibility at customer AP&T Group on all furnace products including austenization furnaces for presshardening and aluminum solutionizing furnaces for formed high strength aluminum. A 10 M€ business destined for strong increase.

2010-2013 as Managing Director and Partner at Skaldomet Oy. Cofounded a company for a local market, serving industrial customers with support from a network of European product and service suppliers. Grew from 0€ to 200k€ in two years.

2008-2010, as Director of sales, customer segment Light Engineering, BU Finland at Rautaruukki Oyj, managed a team of 28 sales professionals to adapt to an industry segment based approach, surviving the recession of 2008 and eventually becoming the largest segment in the BU while gradually improving profitability.

2004-2008, as Managing Director of Sarlin Furnaces Ab and Sarlin Furnaces Oy Ab, jointly division director of the furnaces division at Sarlin Oy Ab, merged the management of two sister companies with 54 people, realigned the strategy and executed its implementation.

2002-2004, as Managing Director of the Finnish subsidiary of the global leader in industrial batteries, Enersys Inc., organized local administration of two business units and managed the implementation of corporate sales office strategy.

1999-2004, as Director, Sales and Marketing, Motive Power, Nordic at Enersys Inc., reorganized the management team for all four Nordic Sales teams while shifting from product sales to solutions sales and key customer focus.

Management Development

2014-2016 as Advisor at Vipu International Oy supporting customer management to utilize digital marketing and renewed sales processes.

2010-2013 as Managing Director and Partner, planned and implemented all business processes and their management in a start-up company, passed on to new owner and managed the integration into the new organization.

2004-2008 as Managing Director, planning and implementation of management team for Sweden and Finland

1999-2004 as Director Sales and Marketing, Nordic, planning and implementation of a new Nordic management team at Enersys.

Multinational co-operation and team building

2017 as Advisor at AP&T teaming up with a global sales team to expand furnace business.

2015-2016 as Advisor at AP&T serving global organization to launch a new product.

2008-2010 as Director in Finland, joining 54 sales people from 6 regional sales offices into a new entity, the customer segment based sales team.

2004-2008 as Managing Director joining two management teams in Sweden and Finland into one and coaching the members to trustful and profitable interaction.

1999-2004 as Director Sales and Marketing, Nordic, teaming sales managers from four countries to align in efforts towards solution sales and support of common key customers.

1996-1999 as Key Account Sales Manager, teamed plants in Germany and Czech with product development in Germany to support customer sites in Belgium and Sweden. Later coordinating efforts to win global single sourcing contract including plants also in Brazil, USA, Japan and India.

1994-1996 as Project Engineer of the group office in Germany, organized component supply for plants in Spain, France, Germany, Czech and Sweden.

1992-1994, as Project Engineer in Germany, coordinated the implementation of Finnish production equipment in a Czech plant, owned by a German company.

Key Account Sales, Solution Sales,

2017 as Advisor at AP&T integrating advanced furnaces into fully automated production lines and shaping the related customer value proposition.

2015-2016 as Advisor at Vipu International adopting digital tools to support B2B sales.

2010-2014 as Managing Director and Partner, established new customer relations for a company new to the market by focusing on functional solutions to customer demands.

2004-2008 as Managing Director, changed service sales in the furnace business from supportive to core business introducing maintenance contracts, equipment remote control and guaranteed service lead time.

1999-2004 as Director Sales and Marketing, Nordic, followed customer desires and included battery handling systems, smart charging regimes and financing options to the portfolio. In addition maintenance packages and long term service contracts were added to facilitate battery ownership.

1999-2004 as Director Sales and Marketing, Nordic, changed forklift battery sales from product sales to solution sales i.e. based on improved service life, maintenance free ownership and recyclability.

1996-1999 as Key Account Sales Manager, managed starter battery sales to Nordic automotive customers as 1st tier supplier. Obtained life time contract for Saab 9000, increased share with Scania to 63% and reached a 5-year single source global supply contract with the Volvo group.

Sales and marketing development

20015-2016 as Advisor at Vipu International helped engineering companies to adopt Inbound Sales Strategies and Internet based lead generation.

2013 As consultant supported international manufacturer to enter new markets by carrying out a market research, prospect identification and listing of key contact people to enable high potential targets for visits and co-operation proposals.

2010-2011 as consultant in steel trading company, started market segment analysis for improved prospecting at client. Introduced regular field sales reviews and results monitoring.

2008-2010, as Director of sales, drove the change of customer segmentation in the team from regional into industry segment allowing for customized yet bundled service solutions and focus on solutions to industry segment specific challenges.

2004-2008 as Managing Director, involved sales managers in a strategy revision which lead to practical market segment definitions and clarity in areas of responsibility.

1999-2004 as Director Sales and Marketing, Nordic, split national sales into oem and replacement sales, yielding improved target setting and resource allocation but also utilizing individual strengths in a mutually beneficiary way.

1996-1999 as Key Account Sales Manager, teamed the first effort of Varta AG to organize all oem sales in one BU, with all critical expertise within same team allowing for superior customer orientation and support.

Re-structuring of production capacity

2013 Laid out plan for start-up of multi-site excavation and refining units of precious minerals for Dubai mining company.

2004-2008 as Managing Director, preparation of board decision for plant restructuring in the furnace manufacturing industry

1992-1995, as Project Engineer in Germany, planning and co-ordination of the closure of 5 battery plants across Europe (out of 11).

1992-1993, as Project Engineer in Germany, relocation of battery plant from Finland to Czech Republic.

Supply Chain Management

2002-2004 As Nordic Sales Director designed and implemented market supply from former five European plants to only three plants. Started a local distribution hub in Sweden for OE accounts.

1996-1999 as Key Account Sales Manager, introduced EDI in handling of automotive 1st tier supply from reception of forecast to order, order confirmation and invoicing.

1992-1995, as Project Engineer in Germany, teamed a task force to guarantee Europe wide supply of bottle neck component during severe shortage period.

1992-1995, as Project Engineer in Germany, harmonized component supply for 10 plants across Europe to ensure best cost and delivery situation.

Quality & Environment

2016 as consultant supported a production company to enhance their ISO9000 implementation.

2016 as a consultant guided a products development team through several D-FMEA sessions

2004-2008 as Managing Director, converged ISO9000 and ISO14000 management systems of Swedish and Finnish sister companies into one operations management systems conforming with both standards simultaneously.

1992-1995, as Project Engineer in Germany, supported OEM supplier to meet with automotive customer demands of QS9000 standards.

Research and Development

2017 as external Project Manager at AP&T developed and sourced the needed tempering equipment for solution treatment of high strength aluminum.

2015-2016 as external Project Manager at AP&T developed an industrial furnace to fit into a full production line of Press Hardening for the global automotive industry.

2004-2008 as Managing director managed the development of unique production equipment for reduction of copper oxide slurry for Outotec and equipment for hardening and aging of car body parts in aluminum for Jaguar.

1984-1986 As development engineer studied and developed state-of-the-art production equipment for continuous casting of lead sheet for the battery industry (Gates Energy Products)