



Jari Henrik Helenius

MANAGING PARTNER

WORK EXPERIENCE

Managing Partner

HKH Management Consulting | June 2019 - present

- End-to-end P&L responsibility for the consultancy practice
- New client acquisition across industry verticals and regions
- Project leadership and consultancy work for DTC business designs across industry verticals

Partner

HKH Management Consulting | June 2016 - June 2019

- Leadership in DTC consultancy assignments across industries such as publishing & media, healthcare, gaming/igaming and membership organizations

Senior Principal Consultant

HKH Management Consulting | November 2012 - June 2016

- Consultancy work in the area of DTC business designs in three categories of consumer goods; durable, non-durable and services.

Founding Partner

Global Consultancy Partners | September 2020 - Present

- Founding Partner of a global network of boutique consultancy agencies

Vice-President of Business Development

International Masters Publishers | November 2004 - April 2012

Business Development Manager

DNA Finland | June 2003 - October 2004

Product Manager & Strategy Manager

Telia Mobile Finland | February 2001 - June 2003

EDUCATIONAL HISTORY

Hanken School of Economics, Helsinki, Finland

Master of Science in Economics | 2001 - 2002

- Major in Strategic Marketing

Aalto University, Mikkeli, Finland

International BBA | 1998 - 2001

- International Business

MY EXPERTISE

- Direct-to-Consumer (DTC) business designs
- Strategic direction setting
- Strategic planning
- Business model innovations
- New business development
- Data-driven operations
- Organizational designs

CONTACT INFORMATION

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curiosity.**