

# ANNA LUNDÉN



## 1. Personal details

- Surname: Lunden (Förbom)  
First names: Anna, Marjatta

## 2. Degrees

- 7.3.2022 **Master of Science** (Economics and Business Administration).  
MDP in Trade and Services. University of Turku, Finland.  
Major: **Marketing**. Minor: **Futures Studies**. *Thesis: 5 (Laudatur)*.
- 29.8.2003 **Bachelor of International Business & Management**.  
Hogeschool voor Economische Studies Amsterdam /  
Amsterdam School of Business, The Netherlands.
- 5.6.1999 **Secondary School Graduate**.  
Puolalanmäki High School, Turku, Finland.

## 3. Other education and international expertise

- 29.4.2019 **Approved Board Member degree (HHJ)**,  
Chamber of Commerce, Finland.
- 25.2.2002-28.6.2002 **University Exchange**,  
Auckland University of Technology, New Zealand
- 1995-1996 **High School Exchange Year**,  
Kantonal Schule Uri, Altdorf, Switzerland

## 4. Language skills

- **Finnish**: Native. **English**: Professional. **German**: Good. **Swedish**: Limited. **Dutch**: Limited.

## 5. Work experience

- 2023- **Board Member / Aarikka Oy**  
Finnish design company with heritage brand operating since 1954.
- 2023- **Board Member / Martinex Oy**  
Medium-size, multibrand consumer product company (One of the largest The Moomin-license producers, Ma-ia clothing, Illeipuri bakeware, Peliko-games: e.g. Afrikan Tähti, Smart10)
- 2022- **Doctoral Researcher, University of Turku / Turku School of Economics, International Business and Marketing department**
- Full funded position for 4 years by the UTUGS (University of Turku Graduate School)
  - Member of the Market Visioning research team
  - Member of the steering committee of the Doctoral Programme of Turku School of Economics
  - Member of the University library committee
- 2009- **Owner, Board Member / Förbom Family Office (ForCapital Oy)**  
Family company specialized in real estate, capital markets, private equity
- 2019-2020 **Freelance Management Consultant / Anna Lundén & Co**  
Boutique advisory services for value-driven companies
- 2017-2018 **Brand Manager / Cloetta Finland Oy**
- 2014-2015 **Co-founder & Advisor / Blanc Consulting Oy**
- 2007-2011 **Country Business Manager for Mövenpick Ice Cream / Nestlé Super Premium S.A. & Nestlé Finland Oy**  
Full P&L responsibility, reported directly to Nestlé Super Premium HQ in Switzerland.
- 2005-2007 **Retail Development Manager for Valiojätelö & Mövenpick / Nestlé Finland Oy**
- 2004-2005 **Product Group Manager for Tutteli and Muksu / Nutricia Baby Oy (former Numico Plc, now Danone)**
- 2004 **Product Manager for Kérastase / L'Oréal Finland Oy**
- 2002-2004 **Coordinator for Entrepreneur of the Year (EOY) / EY Finland Oy**

## 6. Awards and honours

- 2023 **Honorary Award by the Strategic Management Society of Finland** (SSJS – Suomen Strategisen Johtamisen Seura ry) for excellence in M.Sc. dissertation.
- 2002-2003 **The Willem Verburg Award for the best BA dissertation** in Business Studies for excellence in business analysis at the Amsterdam School of Business.

## 7. Societal impact

- 2020- Public speaker at the **MySpeaker** professional speakers' forum, Finland.
- 2009-2019 Member of the **Junior Chamber International** (JCI)
- 2012- Member of the **Ladies Circle Finland** (International Round Table / Ladies Circle organization)
- Networked widely, with over **3 000 connections on LinkedIn**  
<http://www.linkedin.com/in/annalunden>