

CONTACT

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PRODUCT LEADERSHIP

- › Strategy, portfolio & roadmaps
- › Discovery & prioritisation
- › Investment trade-offs
- › SVPG / Scrum / Agile

PEOPLE LEADERSHIP

- › Coaching & servant leadership
- › Cross-functional teams
- › Trust & team culture

MARKET & STRATEGY

- › European SaaS scaling
- › B2B enterprise & telco
- › Regulated markets
- › RFP response & pre-sales

TECHNOLOGY & AI

- › AI agents & agentic workflows
- › LangChain / LLM pipelines, MCP
- › Cloud: AWS, GCP, Terraform
- › Python, JavaScript, React
- › Microservices, IoT, data & BI

TOOLS

- › Jira, Confluence, Git
- › GitHub Actions, Playwright, Ansible
- › Google Workspace, Excel
- › Splunk, Slack, Jenkins

AI DEVELOPMENT

- › Claude Code, Cursor, Copilot
- › Agent-driven dev pipeline
- › MCP servers: Jira/Xray, Confluence, SharePoint
- › Agent rules, gates, canary loops
- › LangChain, RAG, Vertex AI

LANGUAGES

Finnish — Native
English — Fluent
Swedish — Basic
Spanish — Beginner

EDUCATION

M.Sc. Software Product Dev.
Helsinki University of Technology, 2003
Thesis grade: Excellent (5/5)

Certified Business Coach
ICF-accredited, 2020

Certified Scrum Master
2008

Samppa Turunen

Technology leader · Product and engineering · Business coach

PROFILE

I have spent 26 years connecting technology, product and business as an engineer, Product Director, CTO and COO. My work spans healthcare technology, public-sector systems, cloud gaming, smart homes and indoor positioning, which has given me a practical sense of how different industries think about software, risk and value.

I lead through coaching and stay close to delivery: shaping strategy, developing teams, and building AI and software products myself. Much of the recent work has been hands-on AI — building pipelines and helping teams use the tools safely. I am most useful where a complex technical programme needs clear priorities, practical leadership and trust across organisational boundaries.

WORK HISTORY

Everon Group (FIN/SWE/UK) — Consultant Technical PO/PM and Coach

Apr 2025 – Jul 2026

Planned and drove a healthcare technology platform renewal across Finland, Sweden and the UK, while helping product and engineering teams adopt practical AI-native ways of working.

Key achievements:

- › Product ownership and architecture for a planned move from legacy on-premises hardware to a recurring-revenue cloud SaaS platform
- › Acted as hands-on product owner, programme lead and coach across strategy, architecture and delivery
- › Took AI-assisted development into everyday practice for product, engineering and QA together: agent-assisted coding, Copilot in code review, Playwright E2E and GitHub Actions CI/CD, with AI rules and training for the whole organisation
- › Built the MCP servers the agents needed: Jira with Xray, so manual test cases turn into Playwright tests automatically; Confluence and SharePoint, with analysis done in the MCP layer to save tokens

Traficom / Nextcon Consulting — Consultant ICT Product Owner

Jan 2024 – Apr 2025

Product ownership for a large mission-critical IT modernisation programme in one of Finland's central government agencies. A compliance-heavy environment, where delivery quality, stakeholder alignment and governance all carry weight.

Key achievements:

- › Defined product vision and prioritisation across engineering, legal, operations and vendor teams
- › Improved team momentum and morale through agile practices and a clan-based team structure, in a place that had worked in waterfall
- › Led an AI study with Kyberturvallisuuskeskus (NCSC-FI) to enable controlled proofs of concept, including an on-premises LLM on OpenWebUI and Ollama
- › Built working relationships across government, vendor and internal stakeholder groups
- › Wove security requirements into the build pipeline, with SonarQube, OWASP tooling and Splunk logging, and an audit trail that had to hold

Wiztivi (Finnish subsidiary) — COO & CTO

Jan 2019 – Jun 2023

Led product strategy, portfolio direction and organisational design for the 35-person Finnish subsidiary of a French cloud gaming platform vendor. Served major European telcos — Orange and SFR — with SaaS product development and direct customer work.

Key achievements:

- › Owned the product roadmap and investment priorities for a B2B SaaS platform, aligned with what the telco customers needed
- › Scaled product operations across the French and Finnish markets; customer satisfaction moved from poor to excellent
- › Kept monthly iterative delivery with Orange and SFR, across Finnish and French teams
- › Built an ML and A/B-testing pipeline for subscription churn reduction
- › Represented the product to enterprise buyers at IBC and other European trade shows; supported RFP responses and technical sales presentations
- › Led the organisation through two acquisitions while maintaining delivery and team stability

- ▶ Left the product organisation ready for acquisition: clear strategy, healthy culture, delivery a buyer could see

Cozify — Smart Home Automation — CTO

Apr 2017 – Dec 2018

Led product and engineering strategy for an IoT and smart home SaaS startup, with scarce resources and more product ambition than the team could carry at once.

Key achievements:

- ▶ Focused limited engineering investment on core product quality, customer value and the commercial work that could scale
- ▶ Implemented a Python microservice and event streaming platform on AWS ECS with Terraform
- ▶ Established information security policy and processes, early enough to build the product on top of them

IndoorAtlas — Indoor Positioning Platform — Product Director

May 2015 – Oct 2016

Took a novel indoor positioning platform from beta to market launch, and established product management, cross-functional team structures and customer discovery practices.

Key achievements:

- ▶ Defined product vision and a phased roadmap to maturity, with board-level investment reporting
- ▶ Built cross-functional discovery and prioritisation around outcomes instead of feature volume
- ▶ Managed customer relationships in Europe and Asia as the platform passed one million monthly users

G-cluster — Gaming-on-Demand Platform — Director, Product Development & Deployments

May 2001 – May 2015

Fourteen years helping scale one of Europe's first cloud gaming platforms, through enterprise telco deals, international deployments and long customer partnerships.

Key achievements:

- ▶ Product strategy aligned to enterprise customer roadmaps; launched the platform for two major telcos and kept those relationships for a decade
- ▶ We were a small, modern vendor and the telcos ran waterfall. I showed them monthly iterative delivery in their own launches; that way of working stuck on their side and became how we shipped together for years
- ▶ Led the deployment lifecycle from RFP and architecture through pilot to commercial launch and ongoing service

AI & INNOVATION PROJECTS

Hands-on AI and embedded projects. Staying close to the building is what keeps my advice honest:

- ▶ AI Ship Systems Design (AISSD) — production RAG/LLM web app for analysing technical documents; LangChain pipelines; flagship: maritime systems design
- ▶ ESP32 RFID access control system (C/C++ + React frontend) — in commercial pilot at a shipyard
- ▶ Electricity price monitoring and relay control device (Arduino/ESP32) — shifting consumption to off-peak hours; in market-study phase
- ▶ Google AI Vertex + Tesseract OCR on Raspberry Pi — self-trained models for licence plate detection and automated gate access control
- ▶ Indoor positioning + public library integration — guiding users to shelf locations on a map; delivered for the City of Espoo
- ▶ Agent-driven development pipeline — the process behind AISSD: issues and labels as the whole state, five skill files, two orchestrators, CI gates and a canary loop; about a thousand tickets a month, no orchestration framework