



Petri Juhani Heino

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● ABOUT ME

Since 1990's I have been working in the sector of forest based bioeconomy. My passion lies in building and construction with wood as material, which led to initiating and co-founding the European Wood Policy Platform - woodPoP. This platform operates on an international level with the aim to offer a forum for pan-european countries to establish new pathways to foster the sustainable use of wood.

My interests are widespread, and I have not stuck to one narrow topic in the sector, but have deepened my knowledge about it throughout my different assignments. This included a governmental program management of a national wood building program, research and development management, lobbying and promoting for the private sector, and consultancy work. Therefore, my network, both national and international, is extensive and includes the public and private sector as well as research and development. My interest in working in different contexts, in various settings and internationally has allowed me to travel and explore many places and engage in exciting work assignments. I have organised and guided 50+ wood architecture excursions worldwide, extinguished wild fires in Oregon and have helped to build up art exhibitions.

Today, I want to work on an international scale to follow my vision and my aspirations and take the next step in my career. You can provide a description of yourself here...

● WORK EXPERIENCE

01/12/2022 – CURRENT Helsinki, Finland

CO-CHAIR OF THE EUROPEAN WOOD POLICY PLATFORM WOODPOP MINISTRY OF THE ENVIRONMENT OF FINLAND

Instigator and co-funder of the European Wood Policy Platform (woodPoP) in the capacity of representative of the Ministry of the Environment of Finland together with Austrian Ministry of Agriculture, Forestry, Regions and Water Management.

- The platform provides a dedicated forum to upscale wood policy cooperation by offering a forum for in-depth collaboration among pan-European countries to establish new pathways to foster the sustainable use of wood. Platform has been operating since 2022 and in the beginning of 2024 29 countries and various stakeholder organisations were taking part of the activities.

01/08/2016 – 31/12/2023 Helsinki, Finland

DIRECTOR OF THE WOOD BUILDING PROGRAM MINISTRY OF THE ENVIRONMENT OF FINLAND

Developing strategic vision and realisation of national and international programs

- Responsible for the about 2 million €/a national program execution with a team of 4 professionals, interministerial coordination, stakeholder involvement, external communication, and financial reporting
- Responsible for funding calls for the industry, academia and communication: organising, evaluation and follow-up.

01/11/2011 – 31/10/2015 Kouvola, Finland

RESEARCH MANAGER FOR WOOD CONSTRUCTION AND WOOD DESIGN KYMENLAAKSO
UNIVERSITY OF APPLIED SCIENCES

- Planning and design of development projects
- Creating a centre for expertise as a result of Wood Academy –project,
- Creating a new research field Restorative interior design within the University
- Secretary General of Holzbauforum Nordic 2013 in Kouvola

07/12/2006 – 19/03/2010 Helsinki, Finland

MANAGING DIRECTOR FINNISH TIMBER COUNCIL (PUUINFO OY)

- Responsible for domestic lobbying and promotion of wood for the sawmilling and other wood industry and the timber trade
- Managing Director of the Finnish Timber Trade Association
- Managing Director of the Woodinformation Association

01/04/1997 – 31/12/2006 Helsinki, Finland

COUNSELLOR FINNISH FOREST INDUSTRIES FEDERATION AND WOOD FOCUS

- Environmental issues related to wood-products industry, Forest Industries Federation of Finland
- Domestic wood promotion and export promotion in the framework of Nordic Timber Council, Wood Focus Ltd,

● **EDUCATION AND TRAINING**

1995 Helsinki, Finland

MASTER OF SCIENCE IN FOREST PRODUCTS MARKETING University of Helsinki

Website www.helsinki.fi

● **LANGUAGE SKILLS**

Mother tongue(s): **FINNISH**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
SWEDISH	B2	B2	B2	B2	B2
ENGLISH	C1	C1	C1	C1	C1
GERMAN	B1	B1	B1	B1	B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **DIGITAL SKILLS**

Microsoft Word | Microsoft Powerpoint | Social Media | Outlook | Microsoft Excel

● **ADDITIONAL INFORMATION**

MANAGEMENT AND LEADERSHIP SKILLS

Proven management and leadership records Being successful in developing strategic visions for and programming national and international collaboration activities while coordinating the needs of multiple public, private and other parties, I have gained a wide and holistic view of the Forest-based bioeconomy sector globally, including the end-use sectors such as construction.

Managing and leading well small team setting by providing subtle support and guidance, and parallelly influencing the societal, corporal, and political sphere to alter the operating environment proofs that I have a capability to master complex issues. I have an ability to make decisions by character.

My strong sense of personal responsibility binds the teams together for common goals.

COMMUNICATION AND INTERPERSONAL SKILLS

Networking skills I learn quickly and adapt to new situations.

Understanding the need and the motivation of the counterpart is my skill.

I have been appreciated by clarity in vocal and written communication.

I prefer to work a team setting, to provide support and guidance for other members.

HOBBIES AND INTERESTS

Intellectual and physical training In my spare time interest in wood architecture and design, and contemporary art and performance occupies me.

I do active physical training multiple times a week, such as basket ball, squash, and gym -training.

Taking part in realisation of art exhibitions in the field of bio-art is giving me different kind of intellectual challenges.