



# Changes in Pihlajalinna's Management Team

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## Changes in Pihlajalinna's Management Team

Pihlajalinna Plc. strengthens the Management Team's structure to correspond the company's development and growth in line with its strategy. At the same time two new Management Team members will be nominated and some Management Team responsibilities will be reallocated.

**Timo Harju** (M.Sc. (Econ), born 1976) has been appointed as Pihlajalinna's COO, Private Clinic and Hospital Services and member of the Management Team. He is currently working as the Head of Claims Centers for Finland at insurance company If. Harju has been working in various director positions at If since 2001.

**Kati Raassina** (M.Sc. (Econ), born 1979) has been appointed as Pihlajalinna's Chief People Officer and member of the Management Team. She has been working as Pihlajalinna's interim Chief People Officer since March 2022. Raassina has wide experience from HR and company culture development positions from various companies such as company culture office Leidenschaft, Reddal, Sanoma Plc and Accenture.

"Pihlajalinna is strengthening the private clinic and hospital services in all channels according to its strategy. Timo Harju's versatile experience brings the right capability to drive needed measures. Pihlajalinna is growing strongly, and for a health and social sector operator this also means growing number of personnel. We are developing leadership skills, employee satisfaction and employee involvement to ensure sustainable growth of the company. Kati Raassina has good capability and competence to take these measures forward. I warmly welcome both Timo and Kati to Pihlajalinna and the Management Team," says **Joni Aaltonen**, CEO of Pihlajalinna.

## Management Team as of 1 November

**Joni Aaltonen, CEO**, continues as CEO of Pihlajalinna and chairman of the Management Team. Aaltonen has been working at Pihlajalinna since 2008 and he has been the CEO of Pihlajalinna since 2017.

**Antti-Jussi Aro, CIO**, responsible of Group IT management and digital development as well as ICT. Aro has been working at Pihlajalinna and a member of the Management Team since 2021.

**Timo Harju, COO, Private clinics and hospitals** responsible of Pihlajalinna's services at private clinics, occupational healthcare, hospitals, diagnostic and oral healthcare services as well as digital services. Additionally, Harju will lead Uusimaa region.

**Sari Nevanlinna, CCO**, responsible of Pihlajalinna's private business, customer experience and service development as well as communications, sustainability, marketing, digital channels, service concepts and new products. Nevanlinna has been working at Pihlajalinna

and a member of the Management Team since 1 march 2022.

**Kati Raassina, CPO**, responsible of Pihlajalinna's HR function, leadership and culture as well as competence development.

**Tarja Rantala, CFO**. Rantala has been working at Pihlajalinna since 2014 and she has been a member of the Management Team since 2019.

**Sari Riihijärvi, CMO**, responsible of Pihlajalinna's medical quality and regulation, patient work effectiveness and its development as well as doctor's recruitment, career development and knowledge. Riihijärvi has been working at Pihlajalinna and a member of the Management Team since 2021.

**Eetu Salunen, COO, Public services**, responsible of public sector social and healthcare outsourcing services, residential and welfare services as well as public sector responsible doctor and workforce services. Salunen has been working at Pihlajalinna and a member of the Management Team since 1 August 2022.

**Marko Savolainen, CLO**, responsible of legal matters, premises and IR. Savolainen has been working at Pihlajalinna and a member of the Management Team since 2018.

Pihlajalinna Plc

### Further Information

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### Pihlajalinna in brief

Pihlajalinna is one of the leading providers of private healthcare and wellbeing services in Finland. The Group produces doctor's appointment services and specialised care, occupational healthcare and oral healthcare services, and residential and welfare services. To public entities Pihlajalinna offers social and healthcare service production models, in which the cooperation between the public and private sectors guarantees high-quality services for citizens. In 2021, Pihlajalinna's revenue was 580 million euros and the number of personnel almost 7,000. Pihlajalinna's shares are listed on Nasdaq Helsinki Oy. Read more [www.pihlajalinna.fi](http://www.pihlajalinna.fi).