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EDUCATION

Aalto University School of Science

Department of Industrial Engineering and Management

Major: Entrepreneurial Leadership, Minor: Strategy, PhD Candidate 2008-

Helsinki School of Economics

Major: Marketing. Minors: Economics, Design Business Management, M.Sc. (Econ.) 2008

University of Helsinki, Studies of Economic and Social History 2004-2005

Tapiola High School, Matriculation Examination, 2000

LIST OF PUBLICATIONS

JOURNAL ARTICLES (PEER-REVIEWED)

Nissilä, Heli, Granqvist, Nina, Holopainen, Mari & Rajala Risto, When the time never comes – temporality and legitimacy in nascent fields (unpublished manuscript)

Lee, J.-J., Jaatinen, M., Salmi, A., Mattelmäki, T., Smeds, R. & Holopainen, M. 2018. Design Choices Framework for Co-creation Projects, *International Journal of Design*, 12(2), 15-31.

Pullins, E., Timonen, H., Kaski, T. & Holopainen, M. 2017. An Investigation of the Theory Practice Gap in Professional Sales, *The Journal of Marketing Theory and Practice*, 25(1):17-38.

Helminen, P., Mäkinen, S. & Holopainen, M. 2016. Better User–Developer Communication in Service Development by Collaborative Physical Modelling, *International Journal of Services and Operations Management*, 23 (2).

Holopainen M. & Toivonen, M. 2012. Weak Signals – Ansoff Today. *Futures*, 44: 198–205.

Holopainen M. 2010. Exploring service design in the context of architecture. *Service Industries Journal*, 30: 597-608.

Nordlund H., Lempiälä, T. & Holopainen M. 2011. Openness of innovating: the new roles of customers and users in business-to-business context. *International Journal of Entrepreneurship and Innovation Management*, 14 (4): 282-297.

BOOKS (PEER-REVIEWED)

Toivonen M., Holopainen, M. & Tuominen T. 2012. Involving customers in the service innovation process. In L.A. Macaulay, I. Miles, J. Wilby, Y.L. Tan & B. Theodoulidis, L. Zhao, (Eds), *Case Studies in Service Innovation. Service Science: Research and Innovations in the Service Economy*: 195-208. New York: Springer Science+Business Media.

Holopainen M. & Helminen P. 2011. User-based service innovation including a futures perspective: a case study with four methods. In J. Sundbo and M. Toivonen (Eds.) *User-Based Service Innovation*: 303-322. UK: Edward Elgar Publishing.

Helkkula A. & Holopainen M. 2011. Service innovation as an experience: Differences between employee and user narratives. In J. Sundbo and M. Toivonen (Eds.) *User-Based Service Innovation*: 281-

302. UK: Edward Elgar Publishing.

PROFESSIONAL EXPERIENCE

Aalto University School of Science

Department of Industrial Engineering and Management, from 11/2006-

Researcher, Project Manager

Research consortiums funded by Tekes, universities and collaborating companies:

- DICIA – Digitalization of Customer Interaction, 2017-
- MANIA – B-to-B Sales Success Driven by Understanding People, 2014-2015
- ATLAS – A map for future service co-development, 3/2012-8/2014
- INNOPEX – Service innovation from the provider perspective and as a customer experience, 2010-3/2013
- ISO – Innovation integrated in service operations, 2008-2010
- KIBSINET – Knowledge-intensive business service innovations and innovation networks, 2006-2007

Aalto University School of Art and Design, Designium, the New Centre for Innovation in Design
Researcher 2006

Research project: Survey of Industrial Design

Global Intelligence Alliance

Analyst (part-time) 2005-2006

Market and Competitor Analysis, Media Surveys

INTERNATIONAL RESEARCH AND STUDY EXPERIENCE

Saïd Business School, University of Oxford Spring 2013

Visiting academic

University of California, Berkeley, Haas Business School Fall 2009

Visiting Student Researcher

Instituto Tecnológico Autónomo de México (ITAM), Mexico City, spring 2004

As part of the M.Sc. (Econ.) degree

Lycée Marguerite Filhol, France, High School, 1999-1999

POSITIONS OF TRUST

City Councilor in Helsinki 2009-

Chairperson of Uusimaa Regional Council, 2017-

Member of the Board, Helsingin Satama Oy (Port of Helsinki), 2017-

Member of the Helsinki Culture and Leisure Committee and Chairperson of the Youth Sub-Committee, 2017-

Member of the Committee of Chairpersons in the Regional Councils, 2017-

Member of the Board and Member of the Board's Audit Committee, Helen Oy, 2015-2017

Member of the Party Council, 2015-2017

Member of the Helsinki City Audit Committee, 2013-2017

Member of the Helsinki City Audit Committee 2013-2017

Chairperson of the Board, Helsinki Region's Open Summer University 2013-2017

Vice-member of the City Board in Helsinki 2012
Member of the Helsinki City Planning Committee 2009-2012
Member of the Uusimaa Regional Council 2009-2012
Vice-chairperson of the City Council Group, 2009-2010

INSTRUCTED THESIS AND TEACHING

Samuel Sydänlammi, working title: Strategizing amid technological disruption: A digital platform strategy for a remotevideo interpretation startup, Master's thesis, Aalto University School of Science, Industrial Engineering and Management

Latva-Käyrä, Mikko Uuden toimintatavan omaksuminen – Miten palvelumuotoilu leviää organisaatiossa. September, Aalto University School of Science, Industrial Engineering and Management, 2018.

Kangas, Miika. 2017. Digitalization of Sales: A Case Study of the Effects on Sales Interaction, Master's thesis, Aalto University School of Science, Industrial Engineering and Management, December 2017.

Martikainen, Outi. 2014. Citizen-generated Social Innovation – A Case Study of Restaurant Day. Master's thesis, Aalto University School of Science, Industrial Engineering and Management, August 2014.

Tiira, Aleksi. 2013. Web-Based Methods for User Involvement and Co-Development in Service Innovation. Bachelor's Thesis, Aalto University School of Science, Information Networks Degree Program, 25 April 2013.

Teaching assistant in the course Collaboration in Teams and Networks, Aalto University, fall 2018

Teacher (reading groups) and Guest Lecturer, Aalto University. Managing Teams and Individuals, fall, 2017 and fall 2018

Guest lecturer, Aalto University in Human Resources in Service Operations masters' degree course, 2014

Guest lecturer, Hanken Swedish School of Economics, Service Design and Co-creation, Service Innovation: Customers and Service Systems, September 23, 2014

Teaching assistant in Executive Education (MBA-level), University of Oxford, Scenarios Programme, April, 2014

Guest lecturer, Lancaster University, 'Narrative approach to innovation', June 27, 2013

Guest lecturer, Aalto University, 'Customer co-creation in service innovation' in Human Resources in Service Operations masters' degree course, November 14, 2012

Assistant Guest lecturer, Aalto University, Doctoral course on Co-design in Service Innovation, November 15, 2012

Guest lecturer, Haaga-Helia University of Applied Sciences, Service Management Master's Program, February, 14, 2012

Guest lecturer, Aalto University, 6th Annual PhD Summer School in Service Engineering & Management, 2011