



## **Pia Vuohelainen,**

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Pia has been working in the telecommunications industry for over 13 years in the areas of partnership management, sales, marketing and business development. She joined NAVTEQ in January 2008. Prior to joining NAVTEQ, she was a Lead Consultant for Idean, a company focusing on User Experience and Digital Service Design. Her core competence area was new digital service concept creation and User Experience.

For several years Pia worked in Nokia on the device side. She was instrumental to their Mobile Software Unit's strategy, heading Forum Nokia's Strategic Initiatives and working with mega operator sales in Nokia Enterprise solutions.

Pia holds a Master of Science degree in Industrial Management and Business Administration from Tampere University of Technology. Additionally she has for years studied psychology, leadership coaching and human behavioral sciences.