

2nd Insight - Consulting overview (1/2)

- Strategy delivery program. Project consisted 3-year program to implement new strategy and manage change journey. Program consisted 7 different major projects varying from service model development to full ERP-implementation.
- E-business strategy development project from intentions to delivered benefits. Project consisted strategy formulation, orchestrating the delivery network, change management, design and test of new e-enabled processes and operations management.
- Operational model development project consisting new e-enabled tools to support day to day operations, process development and maps and certified quality system. Including four different business unit.
- Marketing strategy and delivery project. From marketing concepts to marketing and media partner network management and marketing process management. Balanced spread of marketing channels from print to web-marketing.
- Management coaching and support for change program. Project consisted management support at change program level. Support for change leaders and individual projects in order to facilitate needed deep change from different perspectives (organizational, financial etc.).
- Strategy formulation and development road map. The project consisted as-is analysis, visio and strategy formulation, development of the road-map/strategy implementation plan and organizing the change program. The project also consisted detailed task desing for change program, high-level technology scenarios and balanced scorecard design.
- Organisational architecture and desing project from asi-is analysis to implementing new organisation and new management models. Project also consisted change management support to key roles during the first 180-day window.

2nd Insight – Consulting overview (2/2)

- Product development project from idea to finished product. Product formulation and production requirements and new mass-customized project variants. Project also consisted marketing strategy and execution and outsourced marketing and customer care processes
- Process model development including process maps, key performance indicators and management coaching to use new tools
- The development portfolio management model. The project consisted development of portfolio management process and governance model. The project also consisted design of the necessary tools for the portfolio management. Project continues with the intranet portal tool development for portfolio management (client responsibility) and management coaching.
- Business plan and business case development. The project started with customer and competitive analysis and identifying the most attractive value proposition possibilities and products. Then the business model and business case with sensitivity analysis was done. When the financials perspectives were done we designed the organisational model with needed competencies.
- Development and marketing strategy support for the international multimedia project. Project consisted management support, quality control of the final stages of the product and high-level development of marketing plan
- Numerous smaller strategy/analysis works including customer, financial, operational/process analysis, steering group and board work

Toni Oinonen - CV

Experience:

- Over 10 year experience in management consulting including strategy, change management, process and organisation development and IT-transformation projects.
- Work history:
 - 2002 - 2010 2nd Insight Oy
 - 1999 - 2002 Accenture

Research/education:

- Researcher - Department of Industrial engineering and management/Helsinki University of Technology 1998-1999
- Education: Master of Science.
 - Master Thesis award of the year from Forest engineering association

Toni Oinonen - Consulting experience prior to 2nd Insight (1/2)

Consulting experience:

- Government – Ministry – The development of eStrategyprocess and coaching program. Project consist 1) development of eStrategyprocess for government organisations, 2) development of appropriate tools for analysis and strategy formulation, 3) coaching numerous government organisations and guide they planning efforts in order to make sure that they succeed in eStrategy development.
- Government – Ministry. The development of National information security strategy. The project consisted vision and strategy formulation from megatrendanalysis to development programs
- Government - Defense – The identification and development of Defense process map and management model. The project consisted process identification, process map development, process descriptions and needed management model to support the implementation from process perspective – high level desing of new annual planning and resource allocation process, balanced scorecard desing and business case for planning renewal project.
- Government/Communication company – strategic customer identification and operational model development project. The project consists development of identification and selection process for strategic customers at corporate level and development of new operational model for selected strategic customers.

Consulting experience:

- Government/Communication company – consultant in CRM business unit strategy project. The project consisted CRM strategy definition, review of corporate/business unit strategy, several customer and channel analysis and development of Customer Lifetime Value model
- Government/Communication company – consultant in CRM development project . The project consists strategic CRM change journey formulation including CRM strategy development, IT-solutions development, sales force effectiveness development, sales and service channel structure building and program management methods and models.
- New start-up business plan development – The development of new e- and m-commerce business model for health care sector. The project consisted high level business plan formulation and partner identification in order to create joint venture.
- Government/Communication company - consultant in CRM strategy project. The project consisted high-level strategic review, CRM vision and strategy formulation, building a multidimensional segmentation model for corporate customers and preliminary Customer Lifetime Value analysis, high-level channel strategy formulation including ex. eSales and eChannel proposals and Customer Interaction Mgmt solutions proposals. The project also consisted business case identification for CRM development.

Toni Oinonen - Consulting experience prior to 2nd Insight (2/2)

Consulting experience:

- Government/Communication company - consultant in strategic planning process renewal project. The project consisted new Corporate/BU strategic planning process and structure and high-level transition planning to the new strategy process. Project also consists key development area identification and preliminary transformation planning including ex. eStrategy formulation development and renewal of operational structure.

- Resources/International forest industry company - consultant in organization strategy and architecture project. The project consisted vision formulation and strategic objectives definition, formulation of organization strategy and architecture, high-level description of new management processes and development plan. The project also consisted high-level e-business opportunities identification and evaluation.

- High-Tech company - consultant in corporate communication effectiveness/development project. The project consisted development and implementation of communication development program in order to ensure the results of strategic planning process and develop personal communication capabilities. Program consisted 11 2-day sessions for all top and middle managers.

- High-Tech company – consultant in post-merger effectiveness project. The project consisted development and implementation of the short, point of need program in order to remedy company effectiveness in Post-merger situation. Program consisted three 2-day sessions for top and middle managers.

Consulting experience:

Other relevant experience:

- Consultant/researcher in development network consisting three international forest industry concerns. The project consisted co-ordination of network development focusing in organization strategy development.