

Alumniletter 4/2024

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1. Greetings from the president

Dear Prodeko Alumni,

As we transition from the warmth of an extended autumn into the crispness of November, our alumni activities keep going! We've already shared some memorable moments this season at events like the Alumni Campfire and Paikka Y, where the Prodeko spirit was alive and well. Thank you to all who joined us—it was fantastic to see so many familiar and new faces!

As we look forward, we have exciting excursions on the horizon on our much-anticipated Leadership Summit (Puolipitkä), which was sold out in hours when the registration was opened. Additionally, if you've ever considered joining the Alumni board, now is a great time to step forward! While the world may still be reflecting on recent elections, our own board election is one you definitely don't want to miss - make an impact on the future of our alumni community!

Warm regards,
Meiju Sundelin
President, Prodeko Alumni

2. Past events

Alumni Campfire

Alumni campfire event was organized in late August in Repovesi national park. Six alumni hiked 26km during the weekend and enjoyed sunny summer weather in nature.

Paikka Y

Place Y was yet again a great success! Even before the VIP section of Teatteri opened on Friday the 6th of September, a large group of alumni had already gathered outside, eagerly awaiting the event to start. This year, Place Y had around 100 attendees in total, highlighting how much alumni enjoy kicking off the autumn season by reconnecting with old classmates over glasses of Moët & Chandon.

A sincere thank you to our sponsor, McKinsey & Co., for making this great event possible!

3. Upcoming events

Prodeko leadership summit aka Alumni puolipitkä on 29.11.

On 29.11. a bus full of alumni will be going for a full day (& overnight) excursion to the Turku region. The event was sold out in hours when the registration was opened so registration is sadly not possible anymore.

Christmas glögis and Autumn meeting, December 11th

Prodeko Alumni ry autumn meeting (yhdistyksen syyskokous) will be organized on Wednesday, December 11th, at 18:00 at Brave Alliance office, Annankatu 27 with the option of drinks after the meeting.

In this meeting, new board members will be selected for next year, and as an extraordinary agenda item, the board proposes some amendments to the rules which need to be handled and supported by $\frac{3}{4}$ of the meeting participants in two consecutive general meetings. The proposed amendments are not touching the purpose or fundamental principles of Prodeko Alumni, but rather updating some practicalities enabling smoother governance (e.g. giving up on physical bulletin board as a medium to post the general meeting invitations).

If you are interested in joining the Alumni board for 2025 or have any questions, please reach out to Meiju (0504624987).

Meeting agenda

1. Opening of the meeting
2. Election of the meeting chair, secretary, two record examiners (and their personal deputies), and two vote counters

3. Confirmation of the meeting's legality and quorum
4. Approval of the meeting agenda
5. Decision on the membership and joining fees for different member categories for the next calendar year
6. Approval of the action plan and income and expenditure budget for 2025
7. Election of the board chair
8. Election of new board members to replace those whose terms are ending at the end of the calendar year
9. Election of two auditors and their deputies
10. Discussion and approval of the proposed amendment to the rules

Meeting materials can be found in this folder

https://drive.google.com/drive/folders/10SC4NPGwptdlzdxEeONw7qpVJr_a-fia?usp=drive_link closer to the meeting.

Aalto M&A Forum, 12 December

Aalto will organize the second high-profile Aalto M&A Forum in December. Experts of a high caliber will again talk about acquisitions and their interesting links with strategy, but this time from the new year's new viewpoints. The themes are important and demanding for value creation and for leading M&A work: IEM alumni are needed to join! The participation was very strong already last year.

Time: Thu 12 Dec 2024 at 18:00-20:15 + cocktails

Venue: Tapahtumatalo Bank, Unioninkatu 20, Helsinki

Free of charge

More info: www.aalto.fi/maforum

Registration opened for Prodeko's alumni now:

<https://link.webropolls.com/EP/7B2D3761CFF990BB>

Speakers include Aalto's board chair Mikko Kosonen, Kone Corporation CFO Ilkka Hara, and M&A senior consultant Taru Weckroth from Midagon. Ivy League expertise is brought to bear by B. Espen Eckbo (Dartmouth College), one of the world's highest-ranked scholars in the broader area around M&A and corporate finance.

The main target groups for the invitation again include also Aalto's finance alumni and others, such as leaders invited from the M&A sector or corporate M&A SVP responsibilities.

SpeedMentoring

Honorary Advisory Council of Prodeko - Speed Mentoring 

Registration is now open @[ilmokilke!](#)

On Monday 2 December, the Advisory Board (Neuvottelukunta) will organize a Speed Mentoring event, where members of the Advisory Board will facilitate small group discussions on topics they have encountered in their careers.

The Prodeko Honorary Advisory Board consists of influential Prodeko alumni and its mission is to support the Prodeko community and promote the field of IEM in various forums. The group is currently chaired by Anna Granskog.

Registration is open until 29.11.

4. Greetings from the guild

The guild is doing good! Jaakko Rouse has been elected as the president for 2025 and depending on the exact date of this letter the new board and officials are either just elected or just about to be elected.

As the fall has gone by, new students, bachelors freshers as well as exchangers and masters' freshers have been getting familiar with Aalto & Prodeko. Meanwhile, other older Prodekoains have been busy traveling - Counting from the start of August, Prodekoians have racked up almost 900 combined travel days. PitkäXQ in Southern Africa went amazingly smoothly and was definitely a trip of a lifetime for the group (see more in [LinkedIn](#) and [Instagram](#)). PoRa ventured out to Greece for a sailing trip with 40 students and UPP-people are now enjoying the sun and vineyards in Barcelona. Even Estiem's Council Meeting in Sevilla gathered a record number of Prodekoian participants.

5. Greetings from Prodeko Ventures

Quick update from the world of venturing. As most of you remember Prodeko Ventures (PV) is a venture fund advancing start-up entrepreneurship in the Prodeko sphere. PV has been investing since 2016 and is backed by funding from almost 200 Prodeko alumni. Fund has invested close to 50 Prodeko-related ventures (3-7 investments in a year; typically €25-50k per case). Similar pace of investing has continued this year with three new investments so far in 2024.

Portfolio is developing nicely, including e.g. the exit of Lumoa that was acquired by Netigate earlier this year. Prodeko Alumni is central to the unique value proposition of PV and your active support is highly appreciated. One of our latest investments, Rotomate, is developing next-gen AI tools to help industrial facilities drastically improve machine reliability and operational efficiency. Currently piloting their solution with OEMs and operators, Rotomate is especially interested in connecting with alumni who have experience or connections to

manufacturing plants, water treatment, or energy sector. If this resonates with you, don't hesitate to contact Mikko at mikko@rotomate.ai.

New cases are evaluated all the time by the PV Board. Anni Tuulos, Sami Lampinen, Jussi Räisänen and Paavo Räisänen continue as the veteran board members. Ilona Sippola, Tatu Heikkilä and Iiro Ukkonen joined the board as newbies in the latest AGM in June. Warm thanks to the rotating board members Pihla Päivänsalo and Riku Seppälä on your term! PV looks forward to interesting new opportunities to invest and contribute to the growth of the Prodeko start-up community. Don't hesitate to reach out with ideas!

6. Greetings from aTalent

aTalent Turns 20!

aTalent was founded on November 9, 2004, and last Saturday, November 9, its 20th anniversary was celebrated in the grand hall of the former Helsinki School of Economics in Töölö. The event gathered around 150 current and former aTalent employees and board members.

The company has come a long way from being a student intermediary for members of Prodeko to becoming one of Finland's most significant recruitment agencies. Today, aTalent successfully finds top-level experts, managers, and leaders for companies across Finland. In recent years, the service offering has expanded beyond recruitment and staffing to include HR-as-a-Service, which supports companies with consulting and HR work for various human resource needs in business operations.

The year 2024 has been very challenging in the recruitment market. For context, while 60–80 assignments would open monthly during peak years, this year the number has been around 35 per month. Financial pressures have been alleviated somewhat by the fact that assignments now involve more experienced profiles, leading to significantly higher values. The company has also reduced its workforce in recent years. With the current outlook, 2024 is expected to end slightly in profit, with a turnover of approximately €4.5 million. aTalent currently employs about 50 people.

Thank you to all Prodeko members and alumni for this 20-year journey!

7. Greetings from the the department

We are for the first time establishing an international Prodeko community, for all graduates of the program who have come to study here from abroad as well as the current international degree students. There are about 60 international graduates who have stayed in Finland after their studies. The first took place in Helsinki on 30.9., with about 25 participants. We

discussed about future activities, such as mentoring and helping our new international students help integrate into Finnish work life.

Academic excellence is the foundation for what we do. I'm proud that we have had a very good number of publications in the world's leading journals, including Timo Vuori showing how emotions led Nokia's top management to favor an alliance with Microsoft over Google/Android, Frank Martela exploring the consequences of less hierarchical organizing, Jan Holmström on additive manufacturing, and Niina Nurmi on teams and well-being. This shows that we are at the forefront of knowledge across a number of topics for which we are recognized by our peers world-wide and that are also of high practical relevance (and which we also teach to our students).

I would also like to remind you about the Prodeko Fund. At the Prodeko seminar in May we launched a campaign to collect 10.000 EUR within one week. We didn't quite reach that mark but are happy that quite a few took up the challenge, and we also got a few new founding donors after the seminar. We have now 31 founding donors, whose names are listed on the bottom of the fund's website

(<https://www.aalto.fi/en/give-for-the-future/the-prodeko-fund-of-industrial-engineering-and-management>). You can donate directly through the website. There is also the possibility to become a major donor of the Prodeko Fund, if you donate at least 10.000 EUR to the fund (please contact me at jens.schmidt@aalto.fi). More news about the fund to come soon.

One thing the Prodeko Fund has supported this year is Eero Eloranta's English language version of the IEM/Tuta history book. You can buy it from the Aalto shop from the following link: <https://shop.aalto.fi/p/2150-game-changers-and-problem-solvers/>. Of course you can also buy the Finnish language version: <https://shop.aalto.fi/p/1964-ongelmanratkaisijoita-ja-muutoksentekijoita/>. Remember that all of the proceeds go to Prodeko.

8. Update contact info etc in alumni database

Hey alumni! Please update your contact information to [matrikeli](#) – takes only a few minutes! Especially if you have founded or co-founded a company, please add the company to your work experience and tap on the “I am a founding member”. This way Prodeko and the Department will be able to keep track of Prodeko founded companies. Thank you!