

Prodeko Alumni Newsletter 1/2026

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Dear Alumni,

1. Greetings from the Chairperson

Hello from your new chairperson. This will be an exciting year, as the department and Prodeko turn 60! I'm especially excited about the theme of our anniversary year - **Passion and Action for Growth**. I'm looking forward to co-creating, innovating, and generating growth for Finland together with you! The year will be full of magnificent events - and we hope that many of you – also you, who have not been so actively participating in the past years – will come and get together in one of the events. Please bookmark the page: [Prodeko 60](#) – you will find all the necessary information and dates there. In order to make the year more fun, and activate more of you in the Alumni community, we have also created an **Alumni point card**, following the long-lasting tradition of Freshman cards. More about that later in this newsletter.

We are also looking for more volunteers from the Alumni community to help with organizing various events. If you'd like to be part of the team, please sign up on the Prodeko 60 website, or be in touch with the Alumni Board members. New sponsors for specific events are also very welcome - if you'd like to get some visibility in our grand Seminar, or Diskonttaus, you can find relevant contacts on Prodeko 60 website!

Our Advisory Board also changed this year, as many honored members filled their maximum years. Thank you to our "retired" members, and welcome to the new ones!

Personally, the end of last year and the beginning of this one have been full of meetings with the guild and department - roughly 20 meetings already by the beginning of February. It's nice to see the smooth collaboration between our different organizations, while living the Prodeko values - Thinking Big, Getting Things Done and Giving Back and Being a Good Person. And certainly we are Learning and Growing in the process.

2. Intro of the 2026 Board

Mailiina Turanlahti, Chair

It's my second year of my second Prodeko Alumni membership, but first time as a chairperson. I studied in 2001-2005, and back then, I enjoyed multiple aspects of the Prodeko community, ranging from Minister of Studies and Halloped to Juomanlaskija and Song Master.

My day job is driving Strategic Planning at Meyer Turku, a company, which has been building ships since 1737, and designs and builds the largest and most complex cruise ships in the world. When I'm not working at the shipyard, or participating in a Prodeko 60 meeting, I'm most likely cooking for my two boys, scuba diving, playing the piano, learning new Street Workout skills or running outside.

Lauri Tolvas, Vice Chair

Back at the table — with purpose. Serving the Prodeko Alumni during the Guild's 60th Anniversary year is a privilege I'm happy to take on once again.

My focus is on strengthening our alumni network in a practical way: creating settings where experienced leaders, operators, founders, and investors actually connect and exchange perspectives that lead to something tangible. I'll be actively involved in initiatives such as the Prodeko Alumni Leadership Summit (Puolipitkä), company visits (XQ's), and a curated set of high-quality social events where substance comes before form.

Professionally, I work in interim and advisory roles at the intersection of strategy, finance, and transformation — typically stepping in where direction, momentum, or structural change is needed. Supporting the alumni community is a natural extension of that work: connecting people who know how to get things done. You should expect to hear from me over the coming months, as I'll be reaching out to many of you to exchange views and explore ideas. And if you'd prefer to start the conversation yourself, my door (and inbox) is open.

Outside work and Prodeko activities, I recharge with family — and by lifting heavy things, chasing slopes, and spending time on trails.

Santeri Hietanen, Treasurer

Hi everyone! I am starting my second year on the alumni board and will continue as the treasurer. During my studies I was active in the Prodeko board and ESTIEM. I currently work with hospitals in the healthcare sector. In my free time I enjoy cooking and doing all kinds of outdoor sports from football to skiing and kayaking.

Annemari Kirppu, Member

I joined the alumni board this year as a new member after having lived abroad for the past 5 years. I was the Host of the Prodeko board '16 and also an active member of Teekkarispeksi around that time. Currently I work at Fortum as Head of External Venturing. Outside of work you will find me either knitting, sailing or at the crossfit gym.

Mikael Huhtamäki, Member

Now in my second year on the Alumni Board, graduated in the last millennium. By day I boost creative sectors at Aalto University. By night I lift and consume heavy metal.

Perttu Rönkkö, Member

Great to be back on the Alumni Board after a 10-year break! This time, I'm in charge of events, focusing on the 60-year anniversary celebrations, including multiple events organized together with the Guild. Stay tuned for the main alumni events: the Jubilee Seminar, the grand anniversary gala Diskonttaus 60, and more. Back in the late 90s, during my studies, I served as Vice Chair of the Guild and sisäkumi. Some highlights from those years include the TIMES Case Competition podium, the long excursion, Remburssi Mexico, Diskonttaus 30, and the Kyykkä World Championship title. These days, my work is healing with heat as Head of Digital at Harvia. Outside of work, I enjoy family life, offshore sailing races, snowboard freeriding, tour skating, and other outdoor and sporting activities.

Aaron Katainen, Member, Representative of Prodeko

Hi, I'm Aaron, a third-year Prodeko student and the President of the guild for 2026. My days are spent collaborating with the board, advocating for our members, and finalizing my Bachelor's thesis. In my free time, I enjoy cooking with great company and staying active on the golf or tennis courts. I'm especially excited for our upcoming anniversary year—the board is already operating at full steam to ensure a memorable and smooth year for the entire guild!

Kalle Kinnala, Member, Representative of Prodeko

Hi everyone! I'm the Vice President of Prodeko and, through that role, a member of the Alumni Board. I grew up in Turku and started my studies in 2022. I am currently pursuing my Master's with a major in Organization Design and Leadership. Right now, a big part of my free time is dedicated to guild activities and everything that comes with them. Outside of that, I enjoy all kinds of sports, from speed skating to volleyball and swimming. I'm really looking forward to working with all of you this year!

Yiwei Liu, International Coordinator

Hi all, I'm Yiwei Liu. I'm interested in helping connect and strengthen the international community of Prodeko students and alumni, and in supporting the work of our alumni board. I am Master Fuksi'19 and became a Prodeko alumnus in 2022. I currently work in the construction industry. In my free time, I enjoy traveling and doing various sports.

3. Prodeko Advisory Board (Neuvottelukunta)

The XI Advisory Board of Prodeko has been appointed. We would like to welcome new members: Ville Iho (chair), Jukka Maksimainen, Marianne Vikkula, Katri Piirtola, Pirkka Palomäki, Daniel Sazonov and Antonia Eneh (junior member).

The following members continue their term: Anu Ahola, Kati Hagros, Mikko Kärkkäinen, Laura Karotie, Tapio Kolunsarka, Antti Koulumies, Virve Laitinen, Sami Lampinen, Tuomo Pesonen, Kati Rajala, Tuukka Seppä, Tommi Uitto, Juha Pankakoski and Sara Ikonen (junior member).

Thank you to the previous Advisory Board members, most of which have served the maximum time set in the rules: Anna Granskog (chair), Eero Eloranta, Tutu Wegelius-Lehtonen, Ilkka Kivimäki, Robert Ingman, and Reko Morikawa (junior member). More information on the Advisory Board: prodeko.org/fi/alumni/neuvottelukunta/

4. Communication channels - New: WhatsApp community

Prodeko Alumni have the following communication channels:

- Website: prodeko.org/fi/alumni/tietoa-alumnista/ - basic information - Board, Rules etc.
- Matrikkeli: check your own, and fellow Alumni's information on: [Matrikkeli](#)
- Newsletter - sent to your e-mail roughly 4 times per year. A copy can also be found at: prodeko.org/fi/alumni/tietoa-alumnista/alumnitiedotteet/
- Facebook group Prodekon Alumni - for discussion and sharing: [\(1\) Prodekon Alumni | Facebook](#)
- Facebook group Prodeko Alumni jobs - group for job ads from Prodeko alumni to other Prodeko alumni. [\(1\) Prodeko Alumni Jobs | Facebook](#)
- Telegram info channel: <https://t.me/prodekonalumni> - one-directional information channel
- **NEW:** for unofficial discussion - do you want to organize an event, find co-founders for a startup, discuss the theme of the year, ... - please join: Alumni Whatsapp - Link available in Prodeko events and the latest newsletter.

5. Prodeko 60 activities: Alumni point card

In order to make the year more fun, and activate more of you in the Alumni community, we have also created an **Alumni point card**, following the long-lasting tradition of Freshman

card. We invite you to activate fellow alumni as well - please give the point card to a few, whom you haven't seen for a while, and invite them along!

Those who have received enough points, as well as the top 10, **will be recognized in Diskonttaus - our anniversary celebration in October**. You can get your own card from Board Members in the Prodeko 60 events, or print one yourself from the Prodeko 60 website!

Find detailed instructions for the point card from: [Prodeko 60](#)

6. Prodeko 60 activities: Alumni shadowing

Sign-ups are now open for the Prodeko 60 Alumni Shadowing Programme!

Would you like to give back to the Prodeko community while meeting the next generation of talented students? Did you start your studies in 2016 or earlier? The Prodeko 60 Alumni Shadowing Programme offers a meaningful opportunity to share your experience, showcase your work and industry, and mentor students who are exploring their future careers. In the programme, you will host one student for a shadowing day at your workplace, supported by a short pre-meeting to introduce your role and a post-discussion to reflect on the student's observations and career interests. You can volunteer to mentor 1–3 students on separate shadowing days. Students and alumni are matched based on professional interests, skills, and career aspirations to ensure relevant and valuable interactions. Sign-ups for alumni are open from 7.2. to 7.3., with shadowing days taking place between 23.3. and 24.4. All shadowing takes place in Finland, and student travel costs are covered by the Prodeko Fund.

The programme is organized with a strong focus on professionalism and confidentiality. Students sign NDAs, complete confidentiality training, and comply with any company-specific requirements before participating. Our goal is to make participation smooth, safe, and respectful of your workplace responsibilities. The initiative has been planned together with the Prodeko Advisory Board, and we are committing with the care required for a student to shadow a listed company CEO.

Join us in making the Prodeko 60 celebration impactful for both alumni and students.

Link to sign-up: [Prodeko 60 Alumni Shadowing - Alumni Sign-up — Ilmo](#)

Sara Ikonen

Junior member of the Prodeko Advisory Board

P.S. We already have Ville Iho, Antti Koulumies, Marianne Vikkula, Antti Salminen, Anu Ahola, Nora Rosendahl, Tuomo Pesonen, Tutu Wegelius-Lehtonen, Tomi Torri and Juhani Kankaanpää committed from current and previous Advisory Boards - there's no excuse why you shouldn't join too!

7. Prodeko 60 activities: documentary film

As Prodeko turns 60, it's time to look back at our history – this time in the form of a documentary film. While production is already moving ahead at full steam, we need your help!

If you have any old material – whether physical or digital, photo or video, from wild parties or everyday guild life – we would love to include it in the film. Please contact us at historiikki@prodeko.org.

In any case, be sure to mark your calendar for the premiere on October 2nd in Helsinki!

8. Prodeko & DIEM 60 activities: Survey regarding the anniversary year theme

Passion & Action for Growth: Join Us in Shaping the Prodeko Manifesto

As we look toward reigniting Finland's long-stagnant economic growth, this survey gathers your insights on how our community — students, alumni, and faculty — can meaningfully contribute. Your responses will form the basis of the first draft of the Prodeko Manifesto, which we will refine together in a workshop at the Prodeko seminar. The final version will be published after the event.

Share your thoughts, your role, and the stories that deserve to be told — and help us build the next wave of Finland's growth.

Link to survey: <https://forms.gle/ArpwicCn5VeQA39p8>

9. Preliminary Event Calendar 2026

- **PV Afterworks on Thursday March 26th**
- **Wappu Champagnes at Ullis 1.5.**
- **Puolipitkä, i.e. Prodeko Alumni Leadership Summit 7.-9.5.**
- **Prodeko Seminar + spring meeting 22.5.**
- **Place Y - September**
- **PorAlumniSail 5.-12.9.**
- **Prodeko 60 documentary film premiere 2.10.**
- **Diskonttaus 9.10.**
- **Annual fall meeting - November**
- **Pig party - November - for Freshers from 2016, 2006, 1996, 1986 etc.**

10. Puolipitkä i.e. Prodeko Alumni Leadership Summit 7.-9.5. - sign up to be opened on Thursday 12th at 8:30!

Sauna, Steel & Science

In our dear Prodeko's 60th anniversary year, Alumni is taking the Leadership Summit on the road - and after two Leadership Summits to the Turku region over the last decade, it's time to point the bus east, to Central & Eastern Finland.

This isn't a sightseeing trip — it's a leadership-focused learning journey into how top companies build repeatable excellence: in premium brand & experience, operational performance at scale, and product impact in health tech.

Dates & logistics

* Thu 7.5.2026 departure at 08:00 from Kiasma, Helsinki

* Sat 9.5.2026 trip ends by 13:00 in Kuopio

Route: Helsinki → Jyväskylä → Iisalmi → Kuopio

Company visits (confirmed anchors) - Sauna, Steel & Science:

* Harvia Sauna World (Muurame) — leadership in premium brand & experience

* Normet factory (Iisalmi) — operational excellence and scaling performance

* Medikro factory (Kuopio) — product leadership and impact in health tech

* Additional company visits will be added to the schedule.

Registration

* Registration opens: 8:30 Thursday 12 February 2026 at

<https://ilmo.prodeko.org/event/2026-5-7-prodeko-alumni-leadership-summit-excursion-2026>

* Places are allocated in order of registration and payment (your spot is reserved once payment is received).

* If the event is sold out, cancellations may be offered to the next person on the registration list.

Pricing

* Participation fee: approximately €120 (will be confirmed by the start of the registrations)

The participation fee does not include

* drinks

* lunch or dinner on Thursday

* accommodation

* travel out from Kuopio

Accommodation (estimate)

* Single occupancy: up to €270 total

* Double occupancy: approx. €150 total per person

An accounting-compliant invoice can be provided on request.

Cancellation policy

- * Cancellation 60 days or more before the event: 100% reimbursement
- * Cancellation 30–59 days before the event: 50% reimbursement
- * Cancellation less than 30 days before the event: 0% reimbursement

In case of cancellation, the organizer reserves the right to offer an open spot to the next in line from the registration list if the event was sold out.

Call to action

If you're even thinking about joining - Save the date for registration: **8:30 at Thu 12 Feb 2026** — previous Leadership Summits have filled up in minutes.

Link to sign-up form:

<https://ilmo.prodeko.org/event/2026-5-7-prodeko-alumni-leadership-summit-excursion-2026>

11. Prodeko Seminar 2026 - sign-up is open!

Registration for the Prodeko Seminar is now open!

This year, Prodeko Seminar celebrates its tenth edition, while also marking Prodeko's 60-year journey in the impressive setting of Hype Arena in Espoo. The seminar tackles a question that is central to Finland's future: how will the next period of growth emerge? During the seminar day, we will hear perspectives from a wide range of stakeholders — from startups and scale-ups to corporations and investors. The event offers inspiring keynotes, thought-provoking discussions, and an excellent opportunity to network with the Prodeko community and growth drivers across industries. After the official Seminar, the event will continue on Hype Arena's rooftop terrace with a unique evening program.

Further details will be published on the seminar website: seminaari.prodeko.org
Registration will remain open until May 5 at 11:59 PM. In case of any issues or questions, you can contact us by email at seminaari@prodeko.org

What: Prodeko Seminar 2026

When: Friday, May 22, 14:00–17:00 (Doors open at 13:00)

Where: Hype Arena, Espoo (Vanha Jorvaksentie 3)

Price:

Ticket price: approx. 50€ for alumni for the daytime program & 50€ for the afterparty (exact prices to be confirmed later)

Business class ticket: 200€

Sign up link: [Alumni Pre-Registration for Prodeko Seminar 2026 — Ilmo](#)

Would you like to help make this anniversary year truly unforgettable? By purchasing a Business Class, i.e. support ticket, you will take on an important role in creating a unique Seminar experience. Your support ticket grants you your own named table, where you can invite your friends, as well as a special recognition during the event. This anniversary year, every contribution is especially valuable, and a support ticket is a great way to leave your personal mark on this shared celebration. If needed, we can also provide an official invoice.

The main partner of Prodeko Seminar is McKinsey & Company.

Interested in sponsoring the anniversary seminar? A limited number of smaller sponsorship packages are still available. For more information, please contact Markus.j.pirila@aalto.fi

12. Diskonttaus - Prodeko 60 - save the date

Warmly welcome to celebrate Prodeko's 60th anniversary! The anniversary year will culminate in the magnificent annual celebration, Diskonttaus, on **October 9th**, and the fun continues the next day at the traditional Disco Sillis. Preparations are already well underway, and we are eagerly looking forward to an unforgettable Diskonttaus weekend! We will let you know in advance about the sign up opening. If you'd like to be part of the organizing team, let the Alumni Board know, and we'll be happy to get you onboard! Points available on the Alumni point card!

13. Past events:

a. Prodeko Alumni fall meeting 4.12.2025

The Alumni fall meeting took place in Helsinki on December 4th. A new board was elected - the second year in a row with a vote.

It was decided that the membership fees and joining fees will be 0 euros also in 2026. In 2025, aTalent distributed their first dividends to owners. As a result, we have a slightly higher budget for our grand 60th anniversary year, compared to usual.

The Spring Meeting will be held in connection with the Prodeko Seminar on May 22nd.

b. Opening of Prodeko 60 year 7.2.

On February 7th, we opened the grand celebration, which will take the entire year. The event was organized in collaboration with Alumni, Guild and Department of Industrial Engineering and Management. We revealed the theme of the year - **Passion & Action for Growth**, the year's calendar of events, and networked with each other. The DIEM department gave us tours of the faculty and told us what's ongoing nowadays, in terms of research and teaching. We finished the evening with pizza and sodas, and the bravest continued quite a while at Fat Lizard in Otaniemi. You can find most of the information shared in the event in this newsletter, but networking is of course irreplaceable. Thus we hope to see you in the upcoming Prodeko 60 events!

14. Greetings from Department

2026 is shaping up to be a great year at the department. On the occasion of the 60th anniversary of Prodeko and our TUTA program, we are working full speed on organizing a number of initiatives and events together with our students and alumni.

We have also decided that it should be part of our department's mission to help with getting growth back to Finland. We thus amended our mission to "Creating, scaling and transforming technology-based businesses".

I'm also happy to report that, as a department, we are already substantially contributing to growth and renewal. For example, last year we started several new research projects, together with companies, on the following topics: AI and strategy work, AI and leadership and the future of work, the impact of digital technologies on work communities, the role of AI for regulatory technology, and corporate-startup collaboration.

We have been well-connected with companies but are now connecting more closely with the public sector. Jukka Mäkelä, former Mayor of the City of Espoo, has started as executive-in-residence at our department.

We are also working on making sure our graduates get the skills they need for today's and tomorrow's working life. The skills on which we focus our development with new or renewed courses include AI, sales and personal development. We are also developing our offering in the area of technology entrepreneurship, and are a key contributor to the new Aalto Founder School.

We're always happy to collaborate. If you have any ideas, or want to contribute, for example, to courses, to research projects or to the Prodeko Fund, please be in touch with jens.schmidt@aalto.fi . We also hope to see many of you at the Prodeko seminar this year!

15. Greetings from the Guild

Greetings from Prodeko, and happy start of the 60th anniversary year for us! The guild has had a great start to the new year and the board of '26 has started operating officially. Last week, as their final act the board of 2025 organized the traditional Guild Official's Exchange where new board members received their role relics sealing the switch from 2025 to 2026.

Overall it's going to be an exciting year for the guild. With the anniversary year, the level of ambition in every event organized has been raised substantially. For alumni this can be best seen in the three main events of the year: the Prodeko 60 Kick-off, the Seminar, and Diskonttaus. Remember to register for the events early as the quotas may fill up fast. Hope to see you in these events next year!

Best,
Prodeko Board '26

16. aTalent update

aTalent's 2025 was a year of two very different halves: The first half (H1) was historically strong, delivering record-breaking results. However, during the summer and autumn the market slowed down significantly, and companies became hesitant with recruitment decisions due to uncertainty and widespread hiring freezes. Toward the end of the year, sales stabilized at around 40 opened assignments per month, and monthly performance returned to profitable levels.

For the full year, however, we ended slightly in the red, with a loss of about €25k. For context, aTalent's monthly profit fluctuation has historically ranged between €100k profit and €100k loss. Thanks to healthy retained earnings from previous years, we are still able to distribute dividends.

This past year's rollercoaster highlights how cyclical our industry is. The key objective of our current strategy period is to strengthen resilience. One important lever is expanding our recurring-revenue business and improving customer retention among larger accounts with a broader service portfolio. We are already seeing positive signs: our HR-as-a-Service offering has grown nicely and now represents 10% of our business volume. This provides a helpful buffer during weaker months, and we plan to continue scaling this segment. In terms of business volume, we reached our target almost exactly, with €3.9M in adjusted revenue (i.e., revenue excluding pass-through wages for temporary employees).

Our recruitment hit rate remained strong at 81%. When removing reasons unrelated to aTalent — such as clients canceling the recruitment need altogether — the success rate rises to 94%. The profile of candidates we place has also continued to shift toward more experienced experts, managers, and even executives. The average relevant work experience of the candidates we place is now close to 11 years — meaning we are no longer primarily talking about juniors.

The outlook for 2026 is very positive, with new assignments already opening above target levels. We also plan to strengthen our presence in next-generation leadership recruitments, an area where aTalent has the strongest networks in Finland.

On behalf of the entire company, I wish the whole Prodeko community a wonderful New Year! Feel free to reach out if you are looking for top-level talent to join your team.

Niklas Huotari
CEO

17. Prodeko Ventures update

Prodeko Ventures (PV) has had a strong start in 2026, with the first new investment already completed and strategy work in full swing. We welcome our latest portfolio company

IMESolved into the PV family. This year is special for PV as we are celebrating the 10th anniversary of Prodeko Ventures.

We will kick off the celebrations with the traditional PV Afterworks on **Thursday March 26th in Teatterin Kellobaari**. We are very much looking forward to an energising night and bringing together the community of PV backed start-ups, PV investors, Prodeko alumni and students. Besides the drinks and mingling the PV board will share updates to the PV strategy and future development plans. Save the dates are sent out soon with the instructions for how to sign up.

As always, new investment opportunities are constantly being evaluated by the PV Board. If you have or know a start-up that meets the PV investment criteria (see the criteria and contact details on the [PV web-site](#)), please reach out! We look forward to hearing from you!

18. Alumni data update

Hey alumni! Please update your contact information to [matrikkeli](#) – 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!