



Elina Björklund

Born 1970

Current position

CEO, Reima Group Oy until 12/2023

Previous key positions

BletBI Advisors Shanghai China, Partner, Director 2011–2012

Ebit Oy, CEO, Founding Partner 2010

Fiskars Home, Vice President Marketing 2009–2010

littala Group, Group Director, littala brand and Direct Consumer sales 2008–2009

littala Group, Group Director, Direct Consumer sales 2007–2008

littala Group, Director, Corporate development & communications 2005–2007

littala Group, Development Manager 2004–2005

In addition to these, positions in eg the banking industry since 1992 such as Chief Equity Analyst of Merita Securities Ltd (currently Nordea)

Current key positions of trust

Reima Group, Chairperson of the Board starting 1/2024

Infinited Fiber Company, Member of the Board and Audit Committee since 2022

Taaleri Plc., Member of the Board and Remuneration Committee since 2019

LSR, Foundation for Economic Education, Chairman of the Delegation since 2019

Urlus Foundation, Member of the Board since 2018

EVA, The Finnish Business and Policy Forum, Member of the Delegation since 2016

Aalto University, Helsinki School of Economics Foundation, Member of the Board since 2013, Vice Chairman since 2018

Education

Master of Science (Economics)

IDBM –pro (International Design Business Management)