



# Tuula Ruokonen

Director, Digital Services Solutions in Valmet Technologies Oy

Tuula Ruokonen is responsible of development of new value adding applications and service solutions in Valmet, based on remote services, industrial internet and advanced analytics. She is inspired by new business opportunities and applying new technological potentials. Special focus is in testing and taking into use new technologies, such as virtual and augmented reality, and applying AI and machine learning methods. Applications are developed in tight customer co-operation based on design thinking and Lean Start-up method.

Tuula has more than 25 years of practical business management experience, from technology and product development to line management responsibilities. Especially she has wide experience in industrial service and outsourcing business and its development. She has a Ph.D. degree in Control Engineering from Florida Atlantic University. She has M.Sc. and Lic.Tech. degrees in Control Engineering and also MBA degree from Helsinki University of Technology (Aalto University).

Valmet is the leading global developer and supplier of technologies, automation and services for the pulp, paper and energy industries, having strong growth strategy and aim to utilize efficiently new digitalization enablers for customer value-add and internal efficiency. Valmet's net sales in 2019 were approximately EUR 3.5 billion and it employed about 13.600 professionals around the world.

Tuula Ruokonen vastaa Valmetissa digitaalisten lisäarvopalveluiden kehittämisestä. Ratkaisut perustuvat etäpalveluihin, teolliseen internettiin ja kehittyneeseen analytiikkaan. Erikoiskiinnostuksen kohteena on uusien liiketoimintamahdollisuuksien ja uusien teknologioiden potentiaalin hyödyntäminen. Erityisesti selvitetään uusien teknologioiden mahdollisuuksia, kuten virtuaali- ja laajennetun todellisuuden sekä tekoälyteknologioiden ja koneoppimisen soveltamista. Sovellukset kehitetään tiiviissä yhteistyössä asiakkaiden kanssa Design thinking ja Lean Start-up –menetelmien avulla.

Tuulalla on yli 25 vuoden kokemus erilaisista tehtävistä teollisuusyrityksissä, kehitystehtävistä myyntiin ja liiketoiminnan johtoon. Erityisen laajaa kokemusta hänellä on palveluliiketoiminnan ja ulkoistusmallien kehittämisestä. Hän on suorittanut tohtorin tutkinnon (Ph.D. in Engineering) Florida Atlantic Universityssa USA:ssa. Hänellä on DI- ja lisensiaattitutkinnot säätötekniikassa sekä EuroMBA-tutkinto Teknillisestä korkeakoulusta (nyk. Aalto-yliopisto).

Valmet on maailman johtava teknologian, automaation ja palveluiden toimittaja ja kehittäjä sellu-, paperi- ja energiateollisuudelle. Valmet hakee voimakasta kasvua globaalisti ja pyrkii myös hyödyntämään tehokkaasti digitalisaatiota asiakaslisäarvon tuottamiseksi ja sisäisen tehokkuuden lisäämiseksi. Valmetin visiona on tulla maailman parhaaksi asiakkaidensa palvelussa. Valmetin liikevaihto vuonna 2019 oli noin 3,5 miljardia euroa ja henkilöstöä oli 13 600.



# Tuula Ruokonen

Born 11th of March 1962, in Hämeenlinna

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## Education:

**MBA**, Helsinki University of Technology, 1993.

**Ph.D. in Electrical Engineering (Control Engineering)**, Florida Atlantic University, USA, 1989. Thesis on "Nonlinear Filtering for Failure Detection in Dynamic Systems".

**Lic.Tech. in Electrical Engineering (Control Engineering)**, Helsinki University of Technology, 1987. Thesis on "Model-Based Failure Diagnosis - Structure of the System and Methods Based on Characteristic Curves"

**M.Sc. in Electrical Engineering (major in Control Engineering and Automation, minor in Measurements and Information Technology)**, Helsinki University of Technology, 1985. Thesis on "Failure Diagnosis and Condition Monitoring in Power Plants. Methods and Applications, a Peat Fuelled Plant as an Example"



## Work experience:

July 2016 –

Director, Digital Services Solutions, Valmet Technologies Oy, Services Development

Aug 2013 -June 2016

Director, Power Performance and Components, Valmet Technologies Oy (until 31.12.2013 Metso Power)

Nov 2011 - July 2013

Director, Strategy and Business Development, Metso Power Oy

Feb 2008 - Oct 2011

General Manager, Sales, Fortum Power and Heat Oy, Power Solutions

Oct 2006 - Jan 2008

Manager, Strategic Growth Projects, Fortum Power and Heat Oy, Portfolio Management and Trading

Nov 2004 - Sept 2006

Vice-President, Combined Heat and Power Plants, Fortum Power and Heat Oy, Heat Business Unit

Jan 2000 - Oct 2004

General Manager, Generation Services Nordic and Performance Services, Fortum Service Oy / Fortum Energy Solutions

Jan 1999 - Dec 1999

Vice-President, Development, Fortum Service Oy (until 1.3.1999 IVO Generation Services Ltd)

Jan 1993 - Dec 1998

Manager, O&M Support Centre, IVO Generation Services Ltd

May 1989 - Dec 1992

Product Manager and Project Manager, Imatran Voima Oy (IVO), R&D Division

Jan 1987 - April 1989

Researcher and Teaching Assistant, Florida Atlantic University, USA

1982 - Dec 1986

Researcher and Teaching Assistant, Helsinki University of Technology, Espoo, Finland

## Positions of Trust:

Finnish Society of Automation: bronze medal of merit 1996, silver medal of merit 2000

Automation Foundation, board member 1996-98, 2019-

Automaatioväylä magazine, board member 1991-92

Finnish Society of Automation, board member 1990-92

The Association of Electrical Engineers in Finland, board member 1987, 1994-96

Sähköklubi, board member 1984, 1989-91, 2017-2019

IEEE student branch, Florida Atlantic University, board member 1987-88