

Martin Sandelin - Curriculum Vitae

“Martin is a very relationship-oriented and collaborative leader who seeks and values the input of others, but who also projects solid credibility and possesses the confidence and managerial courage needed to assert his views when needed. He also likely is an effective delegator who knows when to hand things off and the amount of guidance to provide without over-managing. As a thinker, Martin possesses a very strong results orientation, but also is quite analytic and capable of developing novel solutions when given the time. He is solid emotionally with particularly strong tolerance for uncertainty, risk and conflict and the humility needed to be open to others’ perspectives. He is also quite achievement and learning oriented and motivated to take on challenges where he can have an impact.”

partial quote from Korn/Ferry International assessment, commissioned by Nokia, March 2010.

Name: Carl Martin SANDELIN
Born: 25.08.1954, Helsinki, Finland
Nationality: Finnish
Marital status: Married, 1987
Spouse: Tiina Birgitta (b. Wendelin)
Children: Carl Anton Oscar, 1988
Singa Maria Rebecca, 1991



Early professional experience:

Hufvudstadsbladet
Journalist, 1978

Studentkåren vid Helsingfors Universitet
(Student Union at Helsinki University)
Assistant Secretary General
1979-80

Svenska folkpartiet
(Swedish People's Party)
Information manager
1980-83

Svensk Presstjänst
(Swedish News Agency)
Editor-In-Chief
1980-83

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Nokia career - multiple positions 1983 - 2012

Telenokia (later Nokia Telecommunications, see below)

Information manager
1983-88

Nokia Telecommunications

Vice President, Communications
1989 - 1993

In this position Martin established the communications and PR activities for Nokia in the telecommunications field. This involved, among others, establishing and running Discovery Magazine, managing Nokia's participation at telecoms exhibitions and events (including Telecom '83 - '87 and '91 as well as Nokia's first forays into the Chinese market. Following the consolidation of Nokia's infrastructure businesses into Nokia Telecommunications the responsibilities of the Communications function expanded to include product design in addition to which Martin was e.g. a Nokia representative in the ECR900 consortium that defined essential elements of the GSM standard. Nokia Telecommunications global and national advertising campaigns as well as media relationship formed the core of his responsibilities. In the spring of 1994 Martin contributed to the listing of Nokia shares on the NYSE.

During these years Martin reported to Claus Hohenthal, Sakari Salminen and Matti Alahuhta.

Nokia Group

Vice President, Investor Relations
(based in TX, USA)
1994 – 2000

Following the listing of the Nokia ADRs on the NYSE the need for a dedicated Investor Relations function arose in the fall of 1994 and Martin was tapped by Jorma Ollila and Olli-Pekka Kallasvuo to relocate to the US and set up the new function. Under Martins leadership the Nokia IR program rapidly became recognized as "best IR by non-US companies" by Institutional Investor and others and the number of Nokia shareholders in the US (institutional and retail) grew dramatically to surpass more than a million.

In his position Martin spoke at hundreds of investor conferences worldwide, hosted the quarterly conference calls, organized investor road shows with senior management and visits to various Nokia sites globally. Close cooperation with Nokia Legal, Finance and Communications as well as with Nokia investment bankers and consultants formed an essential ingredient of the job in which Martin could draw on his previous experiences in communications, technology and finance.

During his years in the US Martin also served on the Nokia US Management Board. In his position as VP, Investor Relations he reported to Olli-Pekka Kallasvuo.

Nokia Group

Senior Vice President, Corporate Marketing
2000 – 2004

Following his return to Finland in the spring of 2000 Martin took on a new position as head of Corporate Marketing. The Corporate Marketing function was established by Jorma Ollila and the Executive Board to bring together some brand related but previously dispersed activities under one vision. These included www.nokia, the emerging corporate citizenship activities of Nokia, the Nokia Brand Book (under guidance from the Brand Board of which Martin was a member) as well as a number of targeted marketing projects (e.g. www.thefeature.com) in the area of the mobile internet.

Some of the many achievements during Martins leadership include the transformation of www.nokia.com from a static corporate information site to a dynamic, multi-country marketing vehicle and the establishment of Make a Connection (award winning corporate citizenship program) together with the IYF. During these period being a "socially responsible company" ranked as the 7th most important positive dimension in the Nokia brand.

During these years Martin reported to Jorma Ollila and later to Pekka Ala-Pietilä.

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Nokia Group

Vice President, CSR & Community Involvement
2005 - 2009

During the latter part of the 2000's CSR became a key value proposition for global enterprises and the Nokia CSR & Community Involvement activities were spun off in a new function under Martins leadership. Working closely with both Marketing, Communications and Sourcing Nokia became a world leader in CSR, consistently ranking no 1 in numerous global indexes such as the DJSI and others.

Through an innovative approach to employee volunteerism (Nokia Helping Hands) the CSR & CI function, working in close cooperation with HR, involved tens of thousands of Nokia employees in local volunteering - significantly contributing to employee well-being as well positively strengthening the Nokia brand.

The Nokia Code of Conduct constituted a key responsibility of Martins and a comprehensive revision of the Code, its organizational implementation and reporting was undertaken, leading to the formation of the Nokia Ethics Office. During this time Martin reported to Veli Sundbäck and, following his retirement, to Esko Aho.

Nokia Group

Vice President, Ethics Officer
2009 - 2012

As the first ever Nokia Ethics Officer Martin had ownership of the Nokia Code of Conduct and its implementation. In 2009 Martin completed a comprehensive revision of the Code that involved the inclusion of new topics, such as privacy, into the Code. Implementing the revised Code involved creating a company-wide training program to ensure that all Nokia employees are familiar with, and understand the Code. In a mere 14 months over 95% of all employees had completed the interactive training program which was produced in over 30 languages.

In addition Martin supported both employees and business units in all matters relating to the Code, annually resolving over 300 cases brought to him. The annual case load comprised issues ranging from human rights and labor conditions to questions on appropriate content and procedures in smart phones. In the annual DJSI the Nokia Code of Conduct and activities of the Ethics Office were ranked above industry average and above other indications that make up the overall Nokia score. During this time Martin reported to Esko Aho and Chad Fentress.

Selected other activities:

Oyj Hackman Abp

Member of the Board of Directors
2001 - 2004

Point Alvin Oy

Member of the Board of Directors
2001 - 2009

Kiasman Neuvottelukunta & ARS 11 Neuvottelukunta

Kiasma Museum of Contemporary Art
Member
2006 - 2011

Suomen Lasten ja Nuorten Säätiö

(Finnish Childrens and Youth Foundation)
Member of the Board of Directors
2001 - 2012

Iron Sky

Associate Producer
2012

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Synsam Finland

Member of the Board of Directors
2012 -

Avartti Säätiö Valtuuskunta

(Duke of Edinburghs International Award Program, Finnish Foundation)
Member
2012 -

Selected published works:

Tankar i Nutid (red), 1981
ISBN 951-99327-4-7

Från hjälp till samarbete (art), 2005
Ministry for Foreign Affairs, Finland

Studies and examina:

Tölö Svenska Samskola, Baccalaurat 1974

Studies at Helsinki University (Institute for pedagogics & social and political sciences) 1976-80

Research travel, United States, 1982 under the auspices of the Voluntary Visitor Program of the United States International Communication Agency

Multiple international senior management training programs (incl. Nokia Panorama & Landscape) during Nokia tenure.