

Ari Vanttinen, CMO at Comptel Corp.

Born 1969, M.Sc. (Economics).

Ari Vanttinen is an experienced leader in international B2B marketing at software industry and digital economy. He is specialized in turnaround cases where the new story-based strategy, Go-To-Market model and marketing driven culture have worked as a change agent for the growth and success.

Since 2010 he has been an instrumental part of changing the marketing in two Finnish publicly listed software companies (Stonesoft and Comptel) that have both, during his time, increased shareholder value and company valuation significantly.

Ari holds a deep subject matter expertise in cyber security matters and understands well how to build a global thought leader position in the industry. Over the years he has successfully led diverse and international marketing teams and service provider networks, also through change and transition. On top of strategic thinking Ari has a wide experience of modern marketing technologies and techniques like social and online marketing, automation and content based inbound marketing.

He has held various marketing executive and management roles and is currently working also as a mentor and advisor for several startups, tech/software companies and their CMOs.



Current position:

Chief Marketing Officer and member of the executive board,
Comptel Corp. 2014-

Earlier cyber security related working experience:

Vice President, Marketing, **Intel Security** 2014

Vice president, Marketing, **McAfee** 2013

Vice President, Marketing and member of executive board
Stonesoft Corp. 2010-2013

Earlier working experience:

Senior Executive Consultant, **Talent Vectia** 2007-2010

Services Marketing Manager, **Nokia Corporation** 2004-2007

Marketing manager, **IDO & Sanitec Group**, 1995-2003

