**Santtu Hulkkonen**, Finland

Passion

Cleantech business development, marketing and trends. Channelling and scaling up cleantech expertise in order to make a major impact on the earth. Together people achieve great things.

How did I become me?

I was born for cleantech. My mother worked in the first vegetarian restaurant in Finland when I was a child, and I’ve always loved the beauty of nature. The United Nation’s Rio conference in 1992 acted as an inspiration and made me want to act. Studied environmental technology and international business and graduated from the University of Greenwich, UK. Already during studies served the UN as an Environmental Consultant for the United Nations Environment Program (UNEP) in Thailand and in the Regional Environmental Center for Central and Eastern Europe (REC) in Hungary. Later acted as a cleantech business consultant at Finpro mainly in Central and Eastern Europe, China and India with focus on advisory services in business strategy, marketing & branding, sales channel development, mergers & acquisition, venture capital and international project financing as well as carbon funding. Worked successfully so far with over 30 top cleantech firms in fields such as waste and water management, energy efficiency and renewable energies like biomass and wind.

Co-founder and Executive Vice President of Solved - The Cleantech Company Ltd. Key architect and former Executive Director of Cleantech Finland, a network of top 100 Finnish cleantech companies and experts and dedicated to linking Finnish cleantech expertise with global demand.

Advisory and board member positions in Finnish Cleantech companies and organizations such as Tekes Green Growth 2013 - 2015.

The problems I solve

Business development, marketing, branding and financing throughout the cleantech scene.