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Photo: Susa Junnola

and the source of 96 per cent of our turnover is abroad. In Vaisala as well as in my former workplaces, internationality is a natural part of everyday life.

Despite the multinational atmosphere, the entire staff of Vaisala has been "vaisalaized" in a way, meaning that everybody has adopted the mission of the company. Kiianlehto feels that for the representatives of marketing and communications, it is easy to communicate on a global level.

- My tasks require working in a multinational and multicultural environment via virtual connections. The challenge is to develop common procedures across the world. In a way, I'm holding an umbrella above the Vaisala brand, Tiina describes.

Competence Management course helped in understanding the past and gave ideas for the future, Tiina Kiianlehto believes.

MBA Gives Your Career a Boost

Tiina Kiianlehto, Communications Specialist of Vaisala, chose the Helia MBA program as a tool for professional and career development. E-Learning possibilities and international partner universities made her select Helia.

Vaisala celebrates its 70th anniversary as one of the most important enterprises in the field of environmental measuring in the world. The clients of the company include e.g. meteorological institutes and research institutes around the world.

Communications Specialist, Brand Development, **Tiina Kiianlehto** has worked for Vaisala for five years now. As the employer has a positive attitude towards studying and her own situation in life was suitable, she decided to choose the MBA program.

- Vaisala is about internationality,

cherishing traditions, innovativeness and constant progress. As a former engineering company, my workplace poses challenges for a representative of communications and marketing, she states.

Brand under an umbrella

Studies in the Helia MBA program have offered Tiina Kiianlehto a change to conceptualize entities and develop strategic thinking. Both skills will come in handy in her work for the international employer.

- We have 22 offices in 11 countries,

Capstone integrated into work

Kiianlehto is eager to implement the skills obtained through the MBA program in practice. On the other hand, she tells us that for example during the Competence Management course, she acquainted herself with matters outside her own line of business and gained deeper understanding on the matters already executed in Vaisala and found ideas for developing new things.

This year, Kiianlehto will start working on her thesis, also called Capstone, which will be closely connected to the operations of Vaisala. Other studies pave way for the thesis and develop the strategic holistic view.

- The contents of the courses with various case assignments have forced me to familiarize myself with practical operations. Consequently, I have learned how various matters influence each other as parts of a whole, Tiina analyzes.

She appreciates her employer for economic and mental support as help has been offered whenever necessary.

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