

# Severa

## Visma Severa

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CEO



Severa

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### On-Demand PSA/PPM

- Professional service automation and project portfolio management market leader in Finland
- 1.500 % revenue growth in last 5 years
- 600 customers from 10 countries
- 6 000 freemium customers from 100 countries
- 93% of customers recommend us

### Awards

- 4th fastest growing tech company in Finland
- Red Herring Global 2008 & Europe 2009 Winner
- Young entrepreneur of the Year 2008 and 2009
- White Bull finalist 2010
- International business awards finalist
  - Best new product
  - Most innovative European company



## Severa's board and advisors

### Board and advisors

- 2004: internal board and minimum number of meetings
- 2005-2006: internal board with monthly meetings + 1-2 advisors
- 2007: three member board with 2 externals
- 2008-2009: four member board with 3 externals
- H1/2010: five member board with 4 externals
- H2/2010: five member Visma board with 1 external

### Board and advisors in 2004-2010



**Ari Korhonen**  
Chairman and mentor. Focus in operational business and growth



**Asko Kapanen**  
First advisor then board member. Focus in sales and marketing



**Tommi Laitinen**  
Board member. Focus in product strategy and international markets



**Tarja Pääkkönen**  
Board member. Focus in brand, sales and marketing



**Mikko Suonenlahti**  
Board member. Focus in financials and international markets.

## Roles

### Board

- Tries to minimize the amount of wrong decisions
- Valuable feedback, but management still needs to do all the work and planning
- Should be externals, not CEO's employees
- Formal with legal responsibilities

### Experienced mentor or advisor(s)

- Provides solutions for operational issues
- Sparring partner to test different ideas
- Helps to create strategies
- Informal, ad-hoc

### Management team

- Operational responsibility, but also responsible of creating the strategy
- One time a year strategy process is not enough for growth company. Strategic thinking should be ongoing process
- Sometimes it's hard to focus on strategy when there is so many operational issues

## In a nutshell

