

PERSONAL

Name Surname	Tarmo Kärсна
Date of Birth	12.11.1974
Marital Status/Children	Married / 4 children (age 13 year, 19 year, 21 year, 29 year)
Address	Toome pst 3-1, Tallinn, 10912
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EDUCATION & QUALIFICATIONS

1993 – 1999	Tallinn Univesity of Technology Academic Diploma degree in Business Administration
1997 - 2025	Training courses in coaching, sales, business development etc.

LANGUAGE

Estonian	Native language
English	Spoken - Good / Written – Good
Russian	Spoken - Good / Written – Satisfactory
Finnish	Spoken - Basic / Written – Basic

CAREER SUMMARY

2021- 20....

AS ALEXELA

Head of Business Sales and Product Development Teams

Company information:

- Private owned company:
- Energy and Gasoline sales:
- 300 meur:
- Employees 450:

Task information:

- P&L responsibility of business segment
- Division leadership: team of business developers/product owners, Sales Management
- Company strategy
- Reporting to CEO
- Employees 120

2005 - 2020

AS TELIA EESTI

Head of Business Segment (Member of Management Board)

Company information:

- TeliaSonera Group:
- Telecom:
- Fix and Mobile Telekom Services:
- Turnover: 300 meur:
- Employees: 1 500:

Task information:

- P&L responsibility of business segment
- Division leadership: team of business developers/product owners, Sales Management
- Reporting to CEO
- Employees 180

Achievements:

Managing integration of biggest IT service company in Estonia
Managing M&A and integrations
Managing a change in Corporate customer sales and Key Account Management

1997 - 2005

HANSA LIISING EESTI

Head of Marketing and Commercial Development (Member of Management Board)

Company information:

- Swedbank AB:
- Finance:
- Leasing & Factoring
- 200:

Task information:

Responsible for Business development on PanBaltic level
Co-ordination of PanBaltic Key Account Customers
Co-operation between business and IT departments
New products on market: Fuel Card, Leasing Product for 7+ year cars
New IT system implementation in Latvia and Lithuania
Reporting to CEO
Employees 10

Achievements:

Best Team in Swedbank Estonia (best co-operation between business development and IT development)

SOCIAL ACTIVITIES / MEMBERSHIPS

2022 – 20...

Estonian Biathlon Association – President

2018 - 2022

Estonian Biathlon Association – member of the management team

2015 – 2022

Nõmme Spordiklubi (childrens sportclub). Active consultant – management, strategy and finance