



Sari Rosin
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CV

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EDUCATION

1997 BBA, South Carelian business school

1991 A levels graduate, Kiuruvesi High school

Other studies; e-Commerce in Marketing Institute, Executive Program by Helsinki University, Procurement studies in Lappeenranta University

POSITION OF TRUST 04/2020 – continues: Chairman of the board in Finnish Cosmetic and Detergent Association

WORK EXPERIENCE

- 03/2015 – continues** **CEO, Oy Transmeri Ab**
- Daughter company for Transmeri Group Oy
 - Owned by Didrichsen family, established 1928
 - Importing, selling and marketing of cosmetics brands and FMCG brands in Finland, Baltics and Sweden
 - Turnover 2019 40,4 M€, personnel 98
 - Market leader in Finland for many categories, e.g. natural organic cosmetics
- 09/2018 – continues** **CEO, Oy Sultrade Ltd**
- Sister company for Oy Transmeri Ab
 - Importing, selling and marketing well-known sports brands in Finland and Baltics
 - Turnover 2019 21,4 M€, personnel 26
- 08/2014 – 02/2015** **Vice president, Development, S Group department stores**
- 05/2012 – 08/2014** **Vice president, Category management and procurement, S Group non-food business** (hypermarket, department store, supermarket, DIY, convenience store -chains)
- 09/2011 – 05/2012** **Vice president, Category management process, S Group**
- 05/2011 – 09/2011** **Chain Director, Rautakirja Oy (R-kiosk convenience store chain in Finland)**
- 01/2010 – 05/2011** **Sales Director, Rautakirja Oy**
- 04/2008 – 12/2009** **Development Director, Rautakirja Oy**
- 08/2007 – 03/2008** **Business development manager, International business, Rautakirja Oy** (convenience store business in Baltics, Russia, Romania)
- 11/2000 – 07/2007** **Category manager, Rautakirja Oy**
- 02/1997 – 10 / 2000** **Buyer, Rautakirja Oy**