



Jani Lahti

Solution & Product Owner · Digital Services · AI

Vantaa, Finland

jani.lahti@live.fi

linkedin.com/in/lahtijani

SUMMARY

I'm a seasoned solution and product owner with over 25 years of experience in creating and running digital services, from concept and planning to implementation and day-to-day ownership, including vendors and budgets. My work has ranged from internet sites and services to mobile phone applications and early media experiments with streaming services. I have proven experience in all phases and aspects of development projects and solid skillset to support my work and to help my colleagues to achieve our mutual goals. My approach to development is customer oriented, usability-driven and visual with strong business acumen.

My colleagues consider me a fun yet professional person to work with. I'm a great team player and see this as one of my key assets, alongside my varied experience in different roles and teams. Always curious about new things, which these days means AI and how it can improve products, customer experience and daily work.

WORK EXPERIENCE IN BRIEF

More detailed descriptions of each role follow on the next pages.

- **Solution Manager/Owner** · Veho Oy Ab **CURRENT** **3/2023 –**
End-to-end ownership of Veho's online solutions (10+ sites) in a multi-vendor environment, covering roadmap, development, vendors and budget. Also piloting the use of AI.
- **Product Owner** · SOK Media **6/2014 – 2/2023**
Drove development of web sites and services, and turned 30+ old-fashioned websites, including S-kanava, into one flexible nationwide digital marketing platform.
- **Project Manager** · HOK-Elanto **5/2012 – 6/2014**
Merged many sites into one and modernised the publication process and tools.
- **Program Manager** · Microsoft / Elan IT **3/2010 – 5/2012**
Managed global feature and service projects within the MSN network as the single point of contact between engineering and commercial teams.
- **Web Manager** · TeliaSonera Corporate R&D **2/2007 – 3/2010**
Managed and developed innovationworld.com, TeliaSonera's public innovation site for mobile phone professionals and enthusiasts, using agile methods.
- **Development Manager** · TeliaSonera Corporate Development **5/2005 – 2/2007**
Prepared the launch of TeliaSonera's IPTV service in Finland (now Telia TV).
- **Development/Product Manager** · TeliaSonera Finland Oyj **4/2001 – 5/2005**
Product and development manager for services in Sonera's 3G mobile network launch; also managed user interface design for television screen services.
- **Marketing Designer/Web Designer** · Sonera Oyj **6/1999 – 4/2001**
Graphical design and content for messi.net, the world's first self-service website for managing mobile phone subscriptions.
- **Telecommunications Expert** · Telecom Finland Oy **5/1997 – 6/1999**
Last line support in internet customer service and member of the abuse team.
- **Project Assistant** · MicroMedia Oy **9/1995 – 5/1997**
Gathered and analysed data for a business-to-business contact database.

3/2023 –

Solution Manager/Owner · Veho Oy Ab **CURRENT**

Responsible for owning and managing Veho's online solutions from end to end, including 10+ separate websites and multiple applications in a multi-vendor environment with multinational colleagues. This covers the whole lifecycle and roadmap of the solutions, leading development and the backlog, and acting as the main link between business units, IT, key users and external partners so that business needs and solution capabilities meet. The role includes responsibility for technical platform development, combined with knowledge of UI/UX improvements to achieve customer satisfaction. Also managing vendor contracts and licences together with budgets, forecasts and running costs. In this role I'm also piloting the use of AI, for example testing how AI agents can improve user experience by bridging legacy systems with poor usability to modern solutions, and creating marketing tools in a fraction of the time previously needed.

KEY ACHIEVEMENT

Implemented a modern development process with modern tools and practices, including agile methods, Atlassian Jira and Confluence, cloud computing and AI. Also merged the Veho Trucks site into the single Veho site, improving SEO and the editorial and customer experience while saving time and shortening time to market.

6/2014 – 2/2023

Product Owner · SOK Media

Responsible for driving and managing development of digital applications and services such as multiple web sites and services in Product Owner role. Managed a multi-vendor environment, and also prototyping and pilot type experimentation, creating proofs of concept, demos etc. Projects required collaboration across the whole organization, planning the necessary efforts, creating engineering and user experience requirements and executing these plans with selected partners. This position also required excellent communication skills since stakeholders were so diverse. SOK Media was responsible for all nationwide customer communications and marketing material production and relevant services within S-Group.

KEY ACHIEVEMENT

Turning 30+ old-fashioned, clunky and hard to use websites, including S-kanava, into one flexible, cost efficient digital marketing platform nationwide. Also built very capable yet easy to use publication toolset for easy campaign site creation, with true mobile-first attitude. As a result, people with limited web publication skills can now create very appealing and responsive campaign pages easily.

5/2012 – 6/2014

Project Manager · HOK-Elanto

This position was essentially the same as my following position at SOK Media, only the company and magnitude were different. HOK-Elanto wanted to bring its digital services together and modernize them, and I was invited to do the job. Merged many sites into one and also modernized the publication process and tools.

KEY ACHIEVEMENT

Migrated the company's multiple old publication systems to one modern, flexible marketing and publication tool. Also helped the company to understand the possibilities of digitalization and gave it the tools to execute many successful campaigns and services.

3/2010 – 5/2012

Program Manager · Microsoft / Elan IT

Responsible for driving and managing multiple consecutive global feature and service projects within the MSN network, being the single point of contact between engineering and commercial teams such as sales. Projects typically covered the whole range of project management, from collecting information from the markets and creating engineering requirements all the way to the final phases of deployment to target markets. The role was truly multinational: all development

teams were virtual teams formed with people from all regions based on needs, not geographical locations. Communication skills and understanding cultural differences were critical, and the sheer number and diversity of markets required strong project management skills.

KEY ACHIEVEMENT

Managed global feature development for many countries besides Finland, including Sweden, Greece, Turkey and Russia among a few others.

2/2007 – 3/2010 Web Manager · TeliaSonera Corporate R&D

Responsible for managing and developing TeliaSonera's public innovation site for mobile phone professionals and enthusiasts, *innovationworld.com*. The site used all modern internet techniques and trends such as social media and had a sophisticated and rich user interface. Its development was managed using agile methods, as one of the first projects in the company to do so. Project members came from Sweden and Finland, but all countries within the TeliaSonera group were involved at least to some extent. Also supported TeliaSonera's iPhone 3G launch in 2008.

KEY ACHIEVEMENT

Created a truly innovative and engaging service to support customer-driven development, with many novel features such as video commenting. Furthermore, the mobile phone site *innovationworld.mobi* was the first application in TeliaSonera that was completely iPhone compatible.

5/2005 – 2/2007 Development Manager · TeliaSonera Corporate Development

Planned and prepared the launch of IP-based television services (IPTV) in the Finnish market in multiple roles: managed the user interface design and localization project, contributed IT specialist skills to vendor selection and platform implementation, and participated in planning the commercial launch of the service. The service was launched before Christmas 2007 and is now known as Telia TV. The project was an international joint operation across many countries in the TeliaSonera group. The work also included early experiments with Netflix-type streaming services over home networks, using specialized Media Center devices and other types of set-top boxes. Also gained knowledge of the cable TV business in general.

KEY ACHIEVEMENT

Stepped into the world of television, completely new to me, with great success in launching TeliaSonera's IPTV service in Finland.

4/2001 – 5/2005 Development/Product Manager · TeliaSonera Finland Oyj

Product and development manager in Sonera's 3G mobile phone network launch with several products, including mobile phone versions of Italehti Online, Plaza Sinkut (dating service) and Plaza discussion boards. Created a public website for R&D purposes, covering everything from planning and design to programming the publication system. Managed the user interface and graphical design project for services released on Microsoft Windows Media Center Edition during its launch in Finland, including content from the MTV3 television channel among other services designed for the television screen.

KEY ACHIEVEMENT

Was part of the breakthrough of digital services on mobile phones and led the way to new types of services by demonstrating the capabilities of these new technologies. Completely new and never before seen applications, services and platforms were introduced to the public.

6/1999 – 4/2001 Marketing Designer/Web Designer · Sonera Oyj

Created and managed graphical design and content for messi.net, the world's first self-service website where customers could manage their mobile phone subscriptions and buy entertainment such as games and ringtones. The service contributed substantially to Sonera's VAS business in the mobile phone field.

5/1997 – 6/1999 Telecommunications Expert · Telecom Finland Oy

Last line support, handling the most challenging helpdesk issues in the internet division's customer service, and member of the abuse team investigating misuse of the operator's network. I was quickly promoted from technical support to more demanding positions.

9/1995 – 5/1997 Project Assistant · MicroMedia Oy

Gathered and analyzed data for a business-to-business contact information database and conducted special projects where more detailed information was required. I was one of the key persons to start a new type of service offering in the company.

SKILLS

Solution and product management

- Solution and product ownership: lifecycle, roadmap and backlog management
- Vendor and contract management in multi-vendor environments
- Budgeting, forecasting and cost monitoring
- Stakeholder management across business units, IT and external partners
- Agile development methods (Scrum, Lean, Kanban etc.)
- UX design and prototyping (Figma, Claude)
- Analytics (Google Analytics incl. server-side implementation, Microsoft Clarity, Power BI)
- SEO and A/B testing
- GEO, schemas and other AI-related methods to improve the AI visibility of services

Technology and tools

- AI: piloting AI agents and building tools with AI (Microsoft Copilot, Claude)
- Atlassian Jira and Confluence for development and project management
- Cloud services (Google Cloud, AWS etc.)
- Web technologies (HTML, CSS, JavaScript)
- APIs and integrations (REST, JSON etc.)
- CMS and CDN platforms (WordPress with headless Next.js, Liferay etc.)
- Creative design tools: Adobe Creative Cloud

EDUCATION AND CERTIFICATIONS

Professional Scrum Product Owner I (PSPO I) course completed, exam pending

Diploma in Advertising and Marketing Communications (MAT) 3/2001 – 10/2003

Espoo Business College 8/1990 – 6/1993

LANGUAGES

Finnish Native proficiency

English Full professional proficiency

Swedish Limited working proficiency