



EXPERIENCE

Founder & Executive Communications Advisor

Maija Ilmoniemi (independent)

- 2019 - Present
- Advise C-suite and senior leaders on their communication, media and personal brand: how they speak, present and are seen.
 - Coach leaders in executive presence, presenting, media interviews and high-stakes speaking.
 - Developed Puhevoima ("Speak Power"), a proprietary method grounded in behavioural science, affective neuroscience and interaction psychology, used with tens of senior leaders.
 - Ghostwrite books for two board chairmen and investors, with one published and a second nearly finished.
 - Design and deliver bespoke leadership- and sales-communication programmes for B2B and B2C clients, plus online courses.

ALONGSIDE MY INDEPENDENT PRACTICE

Radio Presenter · Radio Nova (Finland's largest commercial radio station)

2022 - Present

National live presenter to a daily audience of 385,000, with real-time audience reading and vocal authority under pressure.

CEO · Tukikummit Foundation 2023 - 2024

Led the national foundation (founded on the initiative of the former President of Finland): operations, fundraising, stakeholder relations and leadership.

Journalist, Presenter & Producer

YLE Radio Suomi (Finland's national broadcaster)

- 2017 - 2019
- Morning presenter and journalist, YLE Radio Suomi Kuopio (2017-2018).
 - Presenter-journalist and producer, Yle Radio Suomi, Helsinki (2018-2019).
 - Live broadcasting and real-time editorial decisions, communicating complex topics to a national daily audience of 954,000.

Freelance Communication Consultant, Presenter & Producer

Maija Ilmoniemi (independent)

- 2012 - 2017
- Executive communications coaching and media preparation for senior leaders.
 - Presentation skills and interaction coaching for corporate clients.
 - Communications Manager assignments for corporate clients.
 - Event hosting and MC work for major Finnish productions and brands.
 - Talent coordination, casting, and performer management across TV productions, including ITV Finland and Rabbit Films.
 - Production roles on Leijonan luola (Dragon's Den Finland), The Voice of Finland, and other major national productions.

SUMMARY

Executive Communications Advisor and senior communications leader with 20 years shaping how organisations and their leaders are seen and heard. I advise C-suite leaders on communication, media and message, lead corporate and executive communications, and coach leaders to present with clarity, presence and authority.

I bring a journalist's nose for the story, a ghostwriter's ear for voice, and a producer's eye for content. A background in national broadcasting, television production and executive coaching lets me interview leaders, find their story, and help them come across with clarity and authority.

Native English writer, open to relocation and actively seeking senior communications roles in Dubai and Switzerland.

AREAS OF EXPERTISE

- Executive communications & advisory
- Corporate & strategic communications
- Media relations & media training
- Speechwriting & thought leadership
- Presenting & leadership coaching
- My own method, Puhevoima (Speak Power)

PUBLICATIONS

Author of two books: *Yksinäinen* (Lonely), 2020, and *Uuden yrittäjän käsikirja* (The Handbook of a New Entrepreneur), 2009.

EDUCATION

Master of Social Sciences

University of Helsinki

2002 - 2005

Major: Communication. Minors: Education Science, Leadership. Thesis: Managerial Communication Competence at Fortum Oyj.

Acting Studies

Theatre Academy, University of the Arts Helsinki

2012 - 2013

Advanced studies in acting technique: embodied presence, emotional authenticity, and real-time audience connection (30 ECTS).

LANGUAGES

English	●●●●●●
Native	
Finnish	●●●●●●
Native	
Swedish	●●●●●●
Working proficiency	
French	●●●●●●
Intermediate (6 years study, actively reviving)	
German	●●●●●●
Basic (3 years study, actively reviving)	

EXPERIENCE (CONTINUED)

Founder & CEO

Paraply Oy (Communications Consultancy)

📅 2007 - 2012

- Founded and led a five-person communications consultancy serving around 50 corporate clients, most on ongoing retainers, across strategic communication, brand consulting and media relations.
- Advised corporate clients on executive communication and media positioning.
- Sold and delivered an outsourced communications-manager service, running clients' day-to-day communications as their embedded external team.
- Managed all consulting delivery across branding, messaging and media strategy.

Communications Consultant

AC-Sanafor Oy (Weber Shandwick affiliate in Finland)

📅 2005 - 2007

- Communications consulting and media relations for corporate clients.

Course-Material Author & Entrance-Exam Coach

Valmennustiimi Eximia

📅 2003 - 2006

- Authored the course materials and taught the preparatory course for students applying to study communications at university.
- Coached applicants to pass Finland's competitive university entrance exams.

Communications Assistant

Fortum Oyj, Group Communications

📅 2003 - 2005

Supported group-level communications at one of Finland's largest energy companies, the environment that informed my Master's thesis on managerial communication competence.

INTERESTS

- Building an international career & relocating abroad
- Travel & discovering new cultures
- Personal growth & lifelong learning
- Behavioural science & the psychology of communication
- Storytelling & thought leadership
- Podcasts, media & public speaking
- Fitness, running & wellbeing
- Theatre & live performance