

Press Release
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For immediate release



NEW BOARD OF DIRECTORS STARTS AT SLUSH

As the organizing team of Slush, the Board of Directors also changes regularly.

This time it was up to long-time torchbearers **Ilkka Kivimäki** (Chairman 2011–2018) and **Miki Kuusi** (CEO 2011–2014, Board 2014–2018) to shift their focus fully to their current endeavours of building Maki.vc and Wolt, respectively. We thank both Ilkka and Miki for the absolutely irreplaceable work they have put in over the years to make Slush what it now looks like. Marianne Vikkula, previous Slush CEO, joins the board.

In its current state, the board is engineered to have a combination of pragmatic and hard-earned Slush experience and understanding of the startup world.

First, **Atte Hujanen** is the father of the look and feel we've come to know as "Slush", having been responsible for the event production in the rapid scaling years from 2011 to 2014. If someone remembers the lasers in the deep metro tunnel construction site, that is Atte. Currently, Atte currently runs his own startup, Singa.

Second, **Marianne Vikkula** and **Riku Mäkelä** have led Slush as CEOs. During Marianne's (2016–2017) and Riku's (2015) terms, the event operations were perfected and the international expansion to Asia was kickstarted, along with multiple smaller international gatherings like the Slush Small Talks events and the Global Impact Accelerator.

Finally, the board has two seniors, **Moaffak Ahmed** and **Timo Ahopelto**. Moaffak is an entrepreneur and angel investor, and a highly-regarded startup ecosystem contributor. Timo has been a Slush board member since 2014, and is currently running Lifeline Ventures. He was the founding CEO of Finland's latest tech Unicorn CRF Health. Timo will assume the Chairman role.

– When asked, I was not able to say no. Year after year, Slush gathers a team that you just want to work with, comments Timo.

– After looking at this operation up close in the day-to-day, it's interesting to change lens, continues Marianne.

– The best part of Slush is the serendipity of running into interesting people that you would not meet otherwise. We really want to build even more on that, and otherwise focus on creating useful meetings between people, says Moaffak.

Not short of ambition, the Slush team aims to increase the number of meetings between startup entrepreneurs and relevant stakeholder groups tenfold.

Slush is the world's leading startup and technology event. In 2018, Slush is organized in Helsinki on December 4–5. Globally, Slush is also organized in Tokyo, Shanghai and Singapore. In 2017, 20,000 attendees, 2,600 startups, 1,600 investors and 600 media representatives attended Slush Helsinki.

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