



| Petri Martikainen

CEO – MultiTouch, Ltd.



As CEO of MultiTouch, Ltd., **Petri Martikainen** is responsible for overall strategy, customer relationships and building and maintaining MultiTouch's international presence in the digital signage and large multitouch screen market. He has been a member of the board of directors since 2008.

Prior to joining Multitouch, Petri worked for over 20 years as a senior executive and co-founder of a number of ICT, media and design companies including Sofia Digital, TJ Group and DataUnit Consulting. He has been involved in a number of venture capital financing rounds, arranged an MBO deal and company merger, and completed his first successful exit in 1996.

Petri is an experienced high tech sales and international business executive. During his career, he has developed valuable expertise in internationalization of technology start-ups, key account management, and international sales and strategy. Having worked with customers around the world, he has the credibility, communications skills and cultural sensitivity needed to achieve positive results in global markets.

Petri holds an M.Sc. degree from the Helsinki University of Technology (TKK) and has worked at the Helsinki Institute for Information Technology HIIT as a Research Manager in the past.