



JUUSO LIUKKONEN

Executive producer

PERSONAL BACKGROUND

I am Teatteri Toivo's executive producer, event entrepreneur and a consultant on cultural productions, with a track record of dozens of successful productions and satisfied customers.

My keen interest on anything historical and cultural leads me on my travels around the world. I love spending time around nature, trekking with my family dog or doing a mix of physical sports.

ACHIEVEMENTS

- Executive producer of Teatteri Toivo, an independent theatre in Helsinki, Finland
- Head of Field operations of multiple event-business companies 2014-2017.
- Successful personal entrepreneurship as an event professional on festival field 2014-

GET IN TOUCH WITH ME

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NOTABLE WORK EXPERIENCE

Executive producer

Teatteri Toivo | 2015 -

- Responsible for the business and productions of the theatre.
- Carrying out marketing and sales for the theatre, including planning of campaigns and writing news releases.
- Responsible for R&D work of theatre's businesses and audience development.

Event entrepreneur / Event professional

Tirehtooripalvelu Liukkonen | 2014 -

- A great variety of production work and consultancy primarily on festival productions and leading of teams on-site.
- Strengths in on-site team leading, signage, event cleaning, environment & maintenance, development of services.

EDUCATION

Humak University of Applied Sciences

Master of Culture and Arts | 2020

- Thesis on "Developing festival services - Case: Ruisrock Artukainen Camping" **Final evaluation 4/5**

Laurea University of Applied Sciences

Bachelor's Degree in Hospitality management | 2014

- Stipend recipient for outstanding study success, performance during internship and excellent thesis.
- Thesis on "Establishing a Marketing Year Plan for a Company Operating in the Cleaning Industry" **Final evaluation 5/5**

OTHER EDUCATION

Hygiene passport, alcohol passport 2013 -
Marine reconnaissance NCO, evaluation: **3rd in class** 2008
Secondary school graduate 2007



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SAID ABOUT ME

Compiled from feedbacks and translated into English.

"Juuso's strenghts are to receive, understand and remember vast entireties of information, while implementing them rationally in order to reach set goals. Juuso is easily approachable and hearty, which are important qualities when working with volunteers. Juuso is able to work long and hard with a smile. Juuso's working attitude inspires trust and he is a sensible co-worker." - **Heidi Hujanen, executive producer, Tikkurila Festival**

"Juuso is a very hard-working and trustworthy worker. As a supervisor he is excellent, working calmly but with a stern manner in order to overcome all upcoming situations. Juuso has a multiple-year experience in event production and cleaning, which shows in his expertise." - **Susanna Salonen, producer, Flow festival**

"In his work Juuso has proven himself as being trustworthy, self-imposed and independently oriented worker. He has accomplished his assignments and handled his responsibilities with excellence. I happily recommend Juuso to any responsible positions." - **N. Siponen, entrepreneur in event field**

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PRODUCTIONS IN TEATTERI TOIVO

Teatteri Toivo productions have provided me with an amazing career from production assistant to executive producer.

List below includes direct productions within Teatteri Toivo. Year-by-year moving more towards administrative and developmental duties as a board member.

2022:
Sanovat sitä ystävyydeksi
Koronapäiväkirjat
2021:
Hän joka kiinnostui ötököistä
Minä ja Herra Tiikeri
2019:
Laiha on parempi ihminen (lavastus, logistiikka, tiedotus)
2017:
Haluton (lavastuselementti)
2016:
Pedon varjo
Korppi ja korven veikot
2015:
Mayday cabaret
Korppi ja kumppanit
2014:
Ender's Game

BODY-OF-WORK AS AN ENTREPRENEUR

Tirehtööripalvelu Liukkonen

My professional career is a testament of my curious mind, quick learning and willingness to take responsibility. List below includes various positions from producer, head of field operations to team lead or an event builder on-site. To name a few examples.

2019-2022:
LUX Helsinki, Ruisrock (cancelled), Tikkurila Festival (cancelled), Maailma kylässä -festival x 2, Tuska Festival, Flow Festival
2019:
Slush, Tubecon, Flow Festival, Ed Sheeran Malmi, Tikkurila Festivaali, Ruisrock, Helsinki Coffee Festival
2018:
Slush, Koe Karakallio Creative Upea18, Tubecon, Tikkurila Festivaali, Ruisrock
2017:
Under The Bridge, ToTo Hamina Lahden yöt, Ruisrock, Taste of Helsinki, Haminan Yö, Maailma kylässä
2016:
Helsinki Coffee Festival, Omakotimessut, Boost Your Business, SLUSH Music, Blockfest, Eppu Normaali 40v Ratina, Tikkurila Festivaali, Ruisrock, Taste of Helsinki, Helsinki Päivä, Deep Purple Helsinki, Maailma Kylässä
2015:
SLUSH, Tikkurila Festivaali, Ruisrock, Maailma Kylässä, Kivenlahtirock

Head of Field operations 2014-2017:
Festaruuni Oy, Ykkösvessat Oy, Urbansauna Oy