



# JUUSO LIUKKONEN

Event professional

## PERSONAL BACKGROUND

*"A Jack Of All Trades Is A Master Of Culture And Arts."*

A father to a lovely child, a husband to an amazing woman. A well-rounded event professional and a consultant on cultural productions, with a proven track record of successful productions and satisfied customers for over a decade.

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

## CAREER MILESTONES

Key roles in productions within some of Finland's largest events and most notable event brands with Helsinki Events Foundation 2023->

Executive producer for two years and an active member for over 9 years at Teatteri Toivo, a unique and independent theatre in Helsinki, Finland 2014-2023.

Successful entrepreneurship and career as a full-time event professional 2014-2021, 2023

Head of Field operations for multiple event-business companies, several leadership and managerial roles each year within the most notable festival organizations in Finland 2014-2021, 2023.

## GET IN TOUCH WITH ME

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References available upon request!

## RECENT WORK EXPERIENCE

### Helsinki Events Foundation

B2B producer

10/2024-

Sales team's operational producer. Once the contract is signed, I manage the productions into commercial success that achieve customer satisfaction and support the Foundation's strategy and financial goals.

Producer, programme

08/2023-09/2024 (*Tall Ships Races Helsinki 2024*)

Responsible for planning, production and execution of programme for a four-day, free family festival at the heart of our Capital City, Helsinki. Event included 129 individual performances for over 300 000 visitors.

### Teatteri Toivo

Executive producer | 2021 - 2023

- Responsible for the business and productions of the theatre.
- Space rental-, experience- and event business.
- Cultural and art productions.
- Planning and execution of marketing and sales including campaigns.
- Development of theatre's businesses and audience work..

### Event professional

Tirehtooripalvelu Liukkonen | 2014 - 2021, 2023

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

## 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**

## PROFESSIONAL CERTIFICATIONS +

- Työsuojeluvaltuutetun koulutus, Suomen Ensiapukoulutus Oy, 2025
- Työsuojelun jatkokurssi, työhyvinvointi, Suomen Ensiapukoulutus Oy, 2025
- Hygiene passport, alcohol passport, 2013
- Marine reconnaissance NCO, evaluation: **3rd in class** 2008

## SAID ABOUT ME

Compiled from feedbacks and certificates of employment given by employers, customers and colleagues. Translated into English.

"Juuso Liukkonen has carried out his duties with commendable responsibility and he has iron problem-solving ability. Liukkonen's work in communications and personnel management was conducted well." - **Ville Haikola, Director Of Teatteri Toivo**

"Juuso's strengths are to receive, understand and remember vast quantities 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**

"Working with Juuso is always straightforward. Everything gets done in time and as agreed." - **M. Laukko, Production manager, Ruisrock 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**

"I would also like to commend Juuso, with whom mornings always went excellently. Juuso is a skilled leader with excellent situational awareness and knows how to communicate as the situation dictates. He is a hard worker and does not raise himself on a pedestal, but is rather willing to grab the toilet unclogger himself if the occasion calls for it." **Colleague, Flow Festival**

## ASK ME ABOUT AI

Curious by nature, I've integrated large language models (LLMs) into my daily professional routines and continuous learning.

I see LLMs not as "truth machines," but as powerful tools. And like any tool, results depend on the skill of the user.

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## BODY-OF-WORK AS AN ENTREPRENEUR

### Tirehtöörpalvelu 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.*

**2023:** Ruisrock Festival, Tuska Festival, World Village Festival, Helsinki Coffee Festival

**2019-2022:** LUX Helsinki, Ruisrock (cancelled), Tikkurila Festival (cancelled), Maaailma kylässä -festival x 2, Tuska Festival, Flow Festival, Reflektor Espoo, SLUSH

**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, Maaailma kylässä

**2016:** Helsinki Coffee Festival, Omakotimesut, Boost Your Business, SLUSH Music, Blockfest, Eppu Normaali 40v Ratina, Tikkurila Festivaali, Ruisrock, Taste of Helsinki, Helsinki Päivä, Deep Purple Helsinki, Maaailma Kylässä

**2015:** SLUSH, Tikkurila Festivaali, Ruisrock, Maaailma Kylässä, Kivenlahtirock

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

## PRODUCTIONS IN TEATTERI TOIVO

*Life in Teatteri Toivo and its productions have provided me with an amazing learning curve from a production assistant to executive producer.*

*Teatteri Toivo | 2015 - 2021 (Producer, Head of Production)*

*List below includes my 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 (scene, logistics and communications)

**2017:** Haluton (scene element)

**2016:** Pedon varjo, Korppi ja korven veikot

**2015:** Mayday cabaret, Korppi ja kumppanit

**2014:** Ender's Game