

MERJA ALASTALO



EDUCATION

1996–2002 University of Tampere, Master of Arts, Communications
2025 Board certificate, Business Administration and Management, General

LANGUAGE SKILLS

Finnish (native), English (excellent), Swedish (good), German (good), French (basics) and Estonian (basics)

PROFILE

I am a seasoned communications professional with extensive experience in communications and marketing within demanding business environments, especially in industrial companies. I am a strategically oriented, hands-on leader with strong expertise in communications and marketing, supported by excellent leadership skills.

I have solid experience working in multicultural teams, particularly across the Nordic region. My core competence areas include media relations, marketing communications, crisis communication and issue management.

WORKING EXPERIENCE

August 2021 – Present | NCC Group

Head of Communications, Finland

- Lead the country communications team in Finland
- Responsible for media relations, crisis communications, public affairs, internal communications, marketing communications and management support
- Member of the Division Building Finland Management Team, the Country Council and the Group Communications Management Team

August 2019 – August 2021 | NCC Group

Head of Communications, Finland & Head of Communications, NCC Industry

- Managed the country communications team in Finland and served as Nordic Business Area Communications Lead for NCC Industry
- Member of the Business Area Industry Management Team and Group Communications Management Team

January 2017 – August 2019 | NCC Industry Nordic

Head of Communications, NCC Industry

- Led the Nordic communications and marketing team for Business Area NCC Industry
- Member of the Business Area Industry Management Team and Group Communications Management Team

January 2016 – December 2016 | NCC Suomi Oy & NCC Group

Head of Communications, Communications Operations Finland & Communications Manager, Business Area NCC Industry

- Led the communications team in Finland and managed all country-level communications responsibilities
- Served as Nordic-level communications and marketing lead for NCC Industry

December 2014 – December 2015 | NCC Rakennus Oy

Head of Communications, Business Area Construction Finland

- Led communications and marketing for the Finnish construction business area

January 2014 – December 2014 | NCC Roads Oy

Communications Manager

- Responsible for national internal and external communications and marketing
- Supported Nordic-level communications within the Road Services Division

November 2011 – January 2014 | SKS Group Oy

Marketing and Communications Manager

- Led group-level marketing and communications
- Managed marketing channels and tools, and owned the corporate brand
- Provided communications support for management and subsidiaries

August 2009 – August 2011 | Lite-On Mobile Oyj (former Perlos Oyj)

Senior Communications Manager

- Managed global internal and external communications
- Responsible for crisis and financial communications, as well as marketing and customer communications

December 2006 – August 2009 | Sodexo Oy

Communications Manager

- Managed internal and external communications, CSR, crisis communications and PR
- Provided communications training and maintained the company's Finnish brand image

August 2005 – November 2006 | Borealis Polymers Oy

Community Affairs Specialist

- Managed local internal and external communications
- Editor-in-chief of stakeholder and internal magazines
- Coordinated employer image activities at European level

September 2002 – August 2005 | UPM-Kymmene Oyj

Development Manager, Communications

- Led communications team at UPM's Rauma paper mill
- Supported local management team and coordinated employer image activities
- Worked on development projects in Finland, UK and USA

Communications Officer, Employee Communications

- Editorial manager of global employee magazine
- Main user of global intranet

HOBBIES

Horses and riding, outdoor activities with dogs, music