

Maria Horelli-Rosenlew

Entrepreneurial leader and change operator with significant international experience in fast moving tech companies, both venture and enterprise. Solid business development skills with strong ability to lead by defining and finding focus on core business. Specialties include creation and management of sales, tactics and marketing strategies. Maria is exceptional at combining all aspects of operations in a tech company into working execution practices.



BACKGROUND

An operational leadership capacity with 25 years experience at the forefront of digital ventures.

Microsoft, Projectplace and Webguidepartner.

M.Sc., Information Technology, Helsinki University of Technology.

Certified Systemic Coach 2009-2010 (EMCC level).

Extensive periods in Helsinki, Paris, L.A., Stockholm.

Polylingual: Six languages, fluency in four.

Venture management, new business, swift operational change/growth

Rosebud Ventures since 1999. 60+ founders and teams in scaling programs the last 5 years.

KEY STRENGTHS

Pragmatic and focused leadership in fast changing and turbulent environments with teams of up to 150 people.

Implementation of scaling programs, using Rosebud Ventures methods and tools.


Combining outbound/inbound sales/marketing operations to meet the needs of clients and their customers.

Internationalization, launch and management of multimarket operations.

Value proposition alignment - Ability to match product and service offerings with market/customer needs and to pinpoint discrepancies.

Professionalizing corporate governance within founder led businesses

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VENTURES

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