



Risto Pakarinen is the founder of Finnjewel Oy, a communication company. Founded in 2003, Finnjewel is also a publishing house, specializing in sports. Between 2003 and 2005, Finnjewel Oy published *Hockey*, a Finnish ice hockey quarterly with Risto as its editor-in-chief.

Prior to starting up Finnjewel, Risto was managing editor at Kynämies Oy, Helsinki, Finland, in charge of a seven-person editorial team producing seven customer magazines. In 2002, he masterminded a new concept for the Finnish Business Graduates' Union's magazine *Ekonomi*. In 2003, the magazine was voted Best Customer Magazine in an annual competition arranged by Finland's Post.

Between 1998 and 2002, Risto Pakarinen was managing editor at Sweden's leading custom publishing house, Appelberg, and was responsible for, for example, Ericsson Mobile Phones' international internal magazine, Ericsson's international customer magazine *On* and M-real's international customer magazine *Embrace* for which he also created the initial concept. *Embrace* won jury's Special Prize in the 2002 competition.

In the mid-1990s, Pakarinen was Business Development Officer at the Canadian Embassy in Helsinki, Finland. He assisted Canadian firms with finding partners and new markets in Finland. His areas of responsibility included agricultural goods, forestry, environmental technology, and sporting goods.

In 1994, he worked for the National Hockey League (NHL) on a consultative basis during the Winnipeg Jets' visit to Helsinki. He helped the league also in the 1996 World Cup games that were played in Helsinki, and did research work for a possible European hockey league in 1994-95. In the 2004 World Cup of Hockey, Risto wrote game reports from all Team Sweden and Team Finland games for the event Web site*.

In the last ten years, Risto has translated and edited several books about sports, such as *NHL Hockey*, *Formula One*, *Soccer Stars* and a series of youth books. He also edited *The best of Hockey 2003-04*, published by Finnjewel. His first book, *Joukkue vailla vertaa* (A Team Like No Other), about the 1995 Team Finland that won the country's first hockey world championship, came out in April 2005. His second book, *Off The Post: hockey stories from across the world*, a collection of his blog entries on nhl.com, came out in November 2007. Finnjewel Oy recently acquired the rights to translate *The Game*, Ken Dryden's classic hockey book, into Finnish.

His articles have been published in *ESPN The Magazine*, *The Sporting News*, and *Fast Company* as well as on ESPN.com and several Finnish and Swedish magazines. He is also a regular contributor of *The Hockey News*, nhl.com, iihf.com, the Finnish hockey league's website www.sm-liiga.fi, and columnist of *Jaakiekkolehti*, Finland's sledding hockey magazine. He also writes the Web & Tech department and column for SAS's in-flight magazine *Scanorama*.

Risto Pakarinen has a Master's degree in marketing, from the Helsinki School of Economics and Business Administration. He's based in Stockholm, Sweden, and he's fluent in Finnish (native), Swedish (married :) and English.

For more information and story samples, please see www.ristopakarinen.com*

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