

Jere Kääriäinen

AI & Business Development Consultant

jerekaariainen.fi | Lahti, Finland

About Me

I'm an AI and business development consultant based in Lahti, Finland, with over 20 years of experience in business development and logistics. I help Finnish SMEs adopt AI tools practically — no hype, just results. I hold a Head of Business Development, Data and IT role at CAP-GROUP Oy, and run my own management consulting sole proprietorship since 2012.

My personal brand is built around authenticity and iteration: *"ei valmista — vaan jatkuvasti parempaa"* (not finished — just continuously better).

Audience & Reach

PRIMARY AUDIENCE

**Finnish SME
decision-makers**

GEOGRAPHY

Finland / Nordics

LANGUAGE

Finnish & English

Content & Channels

- **jerekaariainen.fi** — Personal website with AI readiness assessment tool, open data dashboards (Mittaripankki), and practical AI content for SMEs
- **LinkedIn** — Professional network, primary B2B channel for reaching Finnish business decision-makers
- **Direct consulting network** — 20+ years of relationships in Finnish business development and logistics
- **AI consulting projects** — Hands-on demos and tools shared with SME clients in the Lahti region

Content I Promote

I only recommend tools and services I personally use or have evaluated. My focus areas:

- AI tools and SaaS products for business productivity
- Data, analytics, and automation platforms
- Business development and consulting resources
- Technology infrastructure relevant to SMEs

Partnership & Contact

WEBSITE	LINKEDIN
jerekaariainen.fi	linkedin.com/in/jere-kaariainen-74894586