



ANU RUUSILA

KEY COMPETENCES

- Strategic planning, coordination and implementation of communications
- Sustainability communications
- International communications and stakeholder interaction
- EU project communications
- Content writing, editorial work
- Media relations, press releases
- Storytelling
- Crisis communications
- Project and team management

EXPERIENCED COMMUNICATIONS STRATEGIST

With over 25 years of experience in international communications, I come with solid expertise and skills ranging from stakeholder communications and sustainability to media relations and content writing. In my work I have created and implemented communications strategies in both public and private organisations as well as for EU projects. Having worked in a European network organization, I am highly familiar with building engaging events and campaigns to enhance stakeholder interaction be it among scientists, policy makers or citizens. Creative storytelling and impactful use of social media are my strengths as well.

WORK EXPERIENCE

CORDIAL COMMUNICATIONS OY | WWW.CORDIAL.FI

Cordial Communications is a communications agency committed to advancing social, environmental and economic sustainability. The company's clients come from a wide range of businesses and from public sector, and they focus particularly on international business, tourism, sustainability, food manufacturing, forest bioeconomy and IT-solutions.

CEO, Communications Strategist (2016 –)

Leading and implementing clients' communication projects. Providing consultation on strategic communications and on communicating corporate responsibility. Designing and implementing communication strategies and plans, key messaging, media relations and social media campaigns. Delivering engaging storytelling, high quality written content and providing communication coaching both in Finnish and English.

NATURAL RESOURCES INSTITUTE | WWW.LUKE.FI

The Natural Resources Institute Finland (Luke) is a research organisation operating under the Ministry of Agriculture and Forestry of Finland. Luke's task is to promote competitive business based on the sustainable use of renewable natural resources, as well as wellbeing and the vitality of the countryside.

Communications specialist (09.2018 – 04.2019)

Communications specialist in the unit of Bioeconomy and Environment. Duties related to dialogue between science and decision making in the Horizon2020 project DIABOLO (Distributed, integrated and harmonised national forest information for bioeconomy outlooks). Duties also included planning and implementing a stakeholder strategy with the project team, partners and steering committee; writing and facilitation of a policy brief and communications materials aimed especially to EU-level policy makers.

PROFESSIONAL MEMBERSHIPS

- Internationalisation Committee, North Karelia Chamber of Commerce 2018 –
- North Karelia Regional Programme POKAT 2025, Expert Group on Creative fields, 2022 –
- Board Members Association (Hallituspartnerit ry.), 2022 –
- The Science Editors of Finland (Suomen tiedetoimittajien liitto), 2003 –
- The Finnish Association of Organizational Communicators ProCom, 2001 –

LANGUAGE SKILLS

- Finnish: Native speaker, excellent
- English: Excellent spoken and written skills
- Swedish, German, French: satisfactory

EUROPEAN FOREST INSTITUTE – EFI | WWW.EFI.INT

EFI is an international organization which conducts research on European forests and provides science-based information for decision making related to European forests. Working language is English. EFI has five Regional Offices across Europe.

Head of Communications (2010 – 2016)

Overall responsibility for external and internal communications, including the Institute's Regional Offices. Member of the Management Team, supervisor of the communications unit. Duties included strategic communications, science communications, EU project communications, media relations, science-policy interface, internal communications coaching, ghost writing. Editor-in-Chief of the network magazine EFI News, content writing in numerous printed and on-line media. Representative in networks such as UN/ECE/FAO Forest Communicators Network.

Communications Manager (2007 – 2010)

Overall responsibility for external and internal communications. Strategic communications, brand, supervisor of the communications unit, science-policy interface. Sub-editor of the network magazine EFI News, content writing in numerous printed and on-line media. Representative in networks such as UN/ECE/FAO Forest Communicators Network.

Project communications in e.g. following:

- Advancing Mediterranean Forest Research Capacities – AGORA (2010–2014)
- Sustainable Forest Management Providing Renewable Energy, Sustainable Construction and Bio-based Products – ROKFOR (2010–2012)
- FRISK-GO – 'European Forest Risk Facility' (2014–2016)

External Relations Manager (2003 – 2007)

Overall responsibility for external and internal communications. Sub-editor of the network magazine EFI News, content writing in numerous printed and on-line media. Secretary to the Board of EFI, EFI membership liaison officer duties.

Administrative and communications duties (1993 – 2003)

External and internal communications, marketing, annual conferences, secretary to the Board of EFI. Administrative duties related to the international status of the institute.

UNIVERSITY OF JOENSUU (currently University of Eastern Finland) | WWW.UEF.FI

Language Centre Teacher, English language (1990 – 1993)

CONTACT

Anu Ruusila
+358 44 305 0765
anu.ruusila@cordial.fi

SOCIAL MEDIA

- [LinkedIn](#)
- [Twitter](#)
- [Facebook](#)
- [Instagram](#)

EDUCATION

1992 MA, University of Joensuu,
main subject: English language and literature, side subject: world literature

Additional education

2022 Certified Business Coach (Business Coach Institute Finland)
2020 Certified Board Member accredited by the Chamber of Commerce (HHJ)
2019 Sustainability (UN Association in Finland)
2005 Professional diploma in leadership and management (JET),
Management Institute of Finland