

Y.T. Anderson

Tourism Sales & Marketing Executive

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SUMMARY

Strategic tourism executive with 10+ years leading high-profile regional and international destination marketing organisations. Proven track record in sustainable tourism, brand development, stakeholder collaboration, and large-scale hospitality operations. Recognized globally for advancing destination leadership and innovation.

SKILLS

Leadership & Strategic Skills	Destination leadership, Stakeholder network management, Sustainability management, Change management, Project management
Technical Skills	Hospitality management, Marketing and brand management, International sales, Social media marketing, Website development, Digitally native (Microsoft-certified, AI-literate)
Languages	Finnish (Native), English (Professional), Swedish (Conversational), Norwegian (Basic), German (Basic)

EXPERIENCE

President & CEO - Visit Northern Finland & Oulu

2021 -

Regional Destination Management Organisation (DMO)

- Positioned the region as a top international destination by leading integrated tourism and event strategies aligned with Oulu2026 European Capital of Culture initiative, leading brand development and marketing visibility efforts across 12 municipalities.
- Tripled organizational resources and doubled the operating budget
- Negotiated new airline connections - including Lufthansa, Discover Airlines and airBaltic to Oulu airport

Board member, CEO - Visit Levi, Arctic Lapland

2018 - 2021

Tourism destination management for a ski resort in Arctic Lapland

- Directed tourism destination management for one of Finland's premier ski resorts, overseeing strategic planning, stakeholder relations, and operational leadership.
- Restructured the organization and led it successfully through the COVID-19 pandemic, ensuring continuity, financial stability, and service adaptation under crisis conditions.

CEO - Nordic Hospitality Management, Arctic Lapland

2014 - 2018

Hospitality and tourism management

- Led business development and change management initiatives where needed, supporting teams in transitions, optimizing operations, and aligning services with brand and financial goals.
- Conducted feasibility assessments and profitability calculations for new hotel and spa projects, supporting investment decisions and long-term planning.
- Acted as a strategic partner in a successful tourism experience company, helping design and deliver safari products tailored for international visitors.

LEADERSHIP & ADVISORY ROLES

- **Board Member, Committee Chair** – Destinations International, USA
 - Destinations International is the global central organisation for tourism DMOs
- **Member of Commercial- and Tourism Committee** – Oulu Chamber of Commerce
- **Member of Oulu Region Marketing Advisory Board** – City of Oulu
- **Member of Oulu International Operations Advisory Board** – City of Oulu
- **Member of Oulu Accessibility Advisory Board** – City of Oulu
- **Board Member** – Oulu Hospitality Association

CEO - Kaksilauttanen Arctic Resort, Arctic Lapland

2016 - 2017

Resort and business development for the world-famous glass igloo resort in Arctic Lapland

Opening General Manager - Lapland Hotels, Oulu

2015 - 2016

Hospitality management and brand development

COO – Flamingo Entertainment Center, Vantaa

2014 - 2015

Marketing and business development for Finland's largest indoor leisure and retail complex.

EDUCATION

PhD Researcher, Business Administration – University of Gloucestershire, UK

- Thesis: AI-Driven Behavioural Targeting in Rural Tourism: Visit Northern Finland case study

MBA, Leadership and Sustainability - University of Cumbria, UK

- Dissertation: Mixed Methods study on impacts of COVID-19 pandemic on tourism destination management in Finnish Lapland

Master Certificate in Hospitality Management - Cornell University, eCornell, USA

- Focus: Hospitality and revenue management

Vocational Teacher – Häme University of Applied Sciences, Hämeenlinna, Finland

- Certification: Educational Sciences - Adult Pedagogy

Vocational Degree in Business Administration - Institute of Business Administration and Computing, Hämeenlinna, Finland

- Focus: Banking and finance

INDUSTRY LEADERSHIP & RECONGNITION

- **Nominee for The Tourism Professional of the Year 2025 in Finland** - SUOMA ry, Association of Finnish Tourism Organizations
- **Global Ambassador of the Year 2023** – Destinations International