

// PROFILE

LAURI TURTO

Commercially driven entrepreneur, business developer and professional coach with a strong track record of turning ideas and plans into action.

COMMERCIAL BUSINESS DEVELOPMENT

SALES

SPORTS & WELLNESS



My background combines business development, sales, entrepreneurship, import, e-commerce and leadership with extensive experience in the sports and wellness industry.

As a founder and CEO, I have built and commercialised new business concepts, including growing a new coaching concept from 0 to 400 members within its first 12 months. As an entrepreneur, I have hands-on experience across the commercial value chain — from international suppliers and importing to pricing, e-commerce, sales and the end customer.

My professional coaching background has shaped the way I lead and develop business: set a clear goal, build the plan, execute, measure the results and adjust when needed.

I am at my best in environments where the direction is clear or need to be made, expectations are high and someone needs to take ownership and move things forward.

Core Strengths

01 – 04

01

Business Development

Turning ideas and plans into commercial concepts, services and revenue.

02

Sales & Commercial Execution

Pricing, customer acquisition, corporate sales and partnerships that move numbers.

03

Leadership & Ownership

Taking responsibility for the plan and driving it through to the result.

04

Data-driven Decision Making

Testing, measuring and adjusting based on evidence, not opinion.

Selected Experience

HISTORY

0 → 400 members

Kontti Valmennuskeskus

FOUNDER · SHAREHOLDER · CEO

Co-founded Kontti Valmennuskeskus and helped build a new coaching business from concept to commercial execution, reaching approximately 400 members during its first year.

BUSINESS GROWTH & COMMERCIAL EXECUTION

Developed and commercialised a new coaching concept, combining service development, pricing, sales and customer acquisition.

NEW REVENUE OPPORTUNITIES

Developed new service products, corporate sales and events to expand the business beyond the core membership offering.

LEADERSHIP & OWNERSHIP

Worked hands-on across business development, sales, service development and day-to-day operations while taking ownership of moving plans from idea to execution.

ADAPTABILITY — COVID RESPONSE

When the pandemic suddenly disrupted the core business, we responded by developing our own digital application and launching remote coaching services, enabling us to continue serving customers in a radically changed operating environment.

Entrepreneurship

Sports Retail, Import & E-commerce

SALES · IMPORT · E-COMMERCE

Hands-on experience in sports retail combined with running my own import and e-commerce business specialising in triathlon products.

IMPORT & PRODUCT PORTFOLIO

Managed the sourcing and importing of triathlon products, including supplier relationships, product selection and building the commercial offering for the Finnish market.

COMMERCIAL PRODUCT THINKING

Evaluated products and suppliers from a commercial perspective: what to bring to market, who the target customer is, how to position the offering and how to price it.

E-COMMERCE & SALES

Built and operated an e-commerce business alongside direct sales, gaining practical experience in customer behaviour, demand and the commercial realities of bringing products to market.

SUPPLIER → SOURCING → IMPORT → PRICING → E-COMMERCE → SALES → CONSUMER

Performance

Professional Coaching & Performance

LEADERSHIP · CONCEPT DEVELOPMENT

Extensive professional coaching experience with a wide range of clients — from everyday people and business executives to Finnish champions and athletes competing at major international championships.

LEADERSHIP & PERFORMANCE

Led individuals and groups with very different backgrounds and performance levels by setting clear goals, building structured plans and adapting execution based on measurable progress.

ELITE & EXECUTIVE COACHING

Experience coaching Finnish champions, international championship-level athletes and business executives — environments where trust, communication, accountability and results matter.

DATA-DRIVEN DEVELOPMENT

Used performance data, testing and continuous feedback to evaluate progress, identify development needs and make evidence-based adjustments.

CONCEPT DEVELOPMENT

Created and developed a successful senior group-training concept, turning the needs of a specific customer segment into an accessible and popular coaching service.

PEOPLE & COMMUNICATION

Strong ability to communicate with, motivate and lead very different people — and get them committed to a shared goal.

How I Work

PROCESS LINE

01

Goal

Set a clear, shared target.

02

Plan

Build the plan to reach it.

03

Execute

Take ownership and move it forward.

04

Measure

Read the results honestly.

05

Adjust

Change what needs changing — and repeat.

06

Result

Deliver the outcome that was promised.

GOAL → PLAN → EXECUTE → MEASURE → ADJUST → RESULT

OWNERSHIP, DIRECTION, RESULTS

When the direction is clear or need to be made, I take ownership and move things forward.