

LAURI TURTO

COMMERCIAL BUSINESS DEVELOPMENT · SALES · SPORTS & WELLNESS

Commercially driven entrepreneur, business developer and professional coach. Founder and CEO with hands-on experience across the full commercial value chain — from international suppliers and import to pricing, e-commerce, sales and the end customer.

// EXPERIENCE

2018 – PRESENT

3H Valmennuskonsepti Oy / Kontti Valmennuskeskus

CEO, FOUNDER, OWNER

- Built a new coaching concept from zero to ~400 members in the first 12 months.
- Ownership of business development, pricing, sales, service development and daily operations.
- Expanded revenue through new service products, corporate sales and events.
- Launched an own digital app and remote coaching during COVID to keep serving customers.

2012 – 2018

Suomen Valmennusakatemia Oy, POLTE-sali

MANAGER OF ADDITIONAL SERVICES · HEAD OF ENDURANCE COACHING · GROUP COACH & EDUCATOR · HEAD OF TESTING

- Led endurance coaching and the testing function; built data-driven development for clients.
- Created a successful senior group-training concept from an unmet customer need.
- Coached Finnish champions, international championship-level athletes and business executives.

2011 – 2018

MJR Training / MJR Training Shop (own business)

HEAD COACH · SALES & MARKETING · E-COMMERCE & PURCHASING

—Ran import and e-commerce of triathlon products: supplier relationships, sourcing, product selection.

—Commercial ownership end to end: positioning, pricing, marketing and direct sales.

2007 – 2012

Stadium Oy

SPORTS EQUIPMENT SALES & TECHNICIAN

—Retail sales, customer advisory and service/technical work on sports equipment.

// EDUCATION

2012 – 2013

Valmentajan ammattitutkinto — Vocational Qualification in Coaching

VARALA SPORTS INSTITUTE

2006 – 2009

Vocational Qualification in Sports and Exercise Instruction, Coaching

VARALA SPORTS INSTITUTE

2000 – 2003

Matriculation Examination

KALEVAN LUKIO

// LANGUAGES & SKILLS

FINNISH

Native

ENGLISH

Spoken: fluent · Written: excellent

SWEDISH

Spoken: basic · Written: basic

GERMAN

Spoken: elementary · Written: elementary

BUSINESS DEVELOPMENT

SALES & COMMERCIAL EXECUTION

LEADERSHIP

PARTNERSHIPS

DATA-DRIVEN DECISION MAKING

IMPORT & PURCHASING

E-COMMERCE

COMMUNICATION & TEAMWORK

MICROSOFT OFFICE

MAC / IOS

AI TOOLS

GOAL → PLAN → EXECUTE → MEASURE → ADJUST → RESULT