Consumer Goods

Category Management

Head of Consumer Goods Sebastian Nyström, sebastian.nystrom@sok.fi, phone 010 76 80256

VP, Category Management and Procurement Mikko Oikari, mikko.oikari@sok.fi, phone 010 82266

Title	PRODUCT CATEGORY - FASHION	Name	Phone 010 76 XXXXX	Email
Vice President		**Anne Hagman**	**81630**	**anne.hagman@sok.fi**
	Category responsibilities			
Category Manager	Infants' and children's indoor wear	Noora Vainio	80492	noora.vainio@sok.fi
Category Manager	Children's outdoor wear and accessories	Kaarina Niskanen	81747	kaarina.niskanen@sok.fi
Category Manager	Youth indoor wear, men's underwear	Päivi Hakamäki	81458	paivi.jo.hakamaki@sok.fi
Category Manager	Children's socks and underwear, Children's, Women's, Men's Swimwear	Hanna Hannula	81445	hanna.hannula@sok.fi
Category Manager	Women's and men's indoor wear	Niina Ylitalo	80467	niina.ylitalo@sok.fi
Category Manager	Women's indoor wear	Mira Heikkinen	80366	mira.heikkinen@sok.fi
Category Manager	Women's and men's indoor wear	Johanna Baumann	81499	johanna.baumann@sok.fi
Category and Development Manager	Women's and men's indoor wear	Minna Haapakoski	81015	minna.haapakoski@sok.fi
Category Manager	Women's and men's outdoor wear, children's rainwear	Hanna Seppälä	80327	hanna.seppala@sok.fi
Category Manager	Women's underwear; children's, women's and men's nightwear and bathrobes	Marika Lepola	81664	marika.lepola@sok.fi
Category Manager	Women's and men's accessories	Tuula Luoma	81025	tuula.luoma@sok.fi
Category Manager	Sportswear	Sari Ilmoniemi	81496	sari.ilmoniemi@sok.fi
Category Manager	Women's and men's socks, women's tights	Eija Kettunen	81498	eija.kettunen@sok.fi
Category Manager	Sports footwear, children's footwear, umbrellas and accessories	Lotta Ekroos	81060	lotta.ekroos@sok.fi
Category Manager	Men's footwear; children's, women's and men's rubber boots	Juha Ingman	80407	juha.ingman@sok.fi
Category Manager	Women's footwear, reflective products	Susanna Geijer	80741	susanna.geijer@sok.fi
Category Manager	Bags, backpacks, suitcases, wallets and shoe care	Anne Kolehmainen	81891	anne.kolehmainen@sok.fi
S-Trainee		Julia Rustholkarhu	82419	julia.1.rustholkarhu@sok.fi

Title	PRODUCT CATEGORY - HOME	Name	Phone 010 76 XXXXX	Email
Acting Director		**Mikko Oikari**	**82266**	**mikko.oikari@sok.fi**
	Category responsibilities			
Category Manager	Tableware and kitchen utensils	Heli Häkkinen	81510	heli.hakkinen@sok.fi
Category Manager	Home storage, sauna accessories and bathroom accessories	Sari Wikholm	80135	sari.wikholm@sok.fi
Category Manager	Bathroom textiles, bed linen, blankets and decorative cushions	Maisa Vehviläinen	80723	maisa.vehvilainen@sok.fi
Category Manager	Kitchen textiles, curtains, rugs and handicrafts	Kaisa Mauranen	81422	kaisa.mauranen@sok.fi
Category Manager	Renovation and tools	Aleksi Heikura	80718	aleksi.heikura@sok.fi
Category Manager	Tools and protective equipment	Pekka Aho	80750	pekka.aho@sok.fi
Category Manager	Renovation and HVAC, electrical and plumbing products	Veikko Aaltonen	81512	veikko.aaltonen@sok.fi
Category Manager	Grilling, lighting and gardening	Petri Pohjalainen	86422	petri.pohjalainen@sok.fi
Category Manager	Yard and garden (soils, aggregates, composting and pots)	Erja Huusko	81532	erja.huusko@sok.fi
Category Manager	Yard and garden (plants, seedlings and growing equipment)	Minna Ulenius	80592	minna.ulenius@sok.fi
Development & Category Mar	Food preparation	Janne Korkkinen	81808	janne.korkkinen@sok.fi
Assortment Manager	Home décor, seasonal celebrations and motoring	Kaapo Ruokokoski	82998	kaapo.ruokokoski@sok.fi

Title	PRODUCT CATEGORY - ENTERTAINMENT AND LEISURE	Name	Phone 010 76 XXXXX	Email
Vice President		**Ville Vahla**	**80625**	**ville.vahla@sok.fi**
Vice President		**Janne Hyvonen**	**81066**	**janne.hyvonen@sok.fi**
	Category responsibilities			
Category Manager	Stationery, office supplies, crafts	Päivi Väkiparta	80742	paivi.vakiparta@sok.fi
Category Manager	Books, pockets, magazines, cards, gift boxes	Pami Sten	81584	pami.sten@sok.fi
Category Manager	Gaming, IT, music&movies	Marko Koivahainen	86060	marko.koivahainen@sok.fi
Category Manager	Phones, Tablets, Wearables and Cameras	Mikko Ahteela	81547	mikko.ahteela@sok.fi
Category Manager	Audio, video/TV, major domestic appliances	Jani Vilo	81485	jani.vilo@sok.fi
Category Manager	Small domestic appliances and maintenance equipment	Harri Jokinen	80780	harri.jokinen@sok.fi

Category Manager	Vehicles, Outdoor Toys, Doll Toys, Collectibles	Tiina Hyvärinen	81540	tiina.hyvarinen@sok.fi
Category Manager	Board games, construction sets, baby toys, plush toys, role play toys	Emilia Tammelin	80425	emilia.tammelin@sok.fi
Category Manager	Beauty and health care, baby items, console games	Antti Paakki	81289	antti.paakki@sok.fi
Category Manager	Cross-country skiing, sleds, ball and racket sports	Juha Ollila	81492	juha.ollila@sok.fi
Category Manager	Camping, hunting and fitness	Jukka-Pekka Rappu	80644	jukka-pekka.rappu@sok.fi
Category Manager	Cycling and mobility	Katri Keto-oja	81591	katri.keto-oja@sok.fi
Development & Category Mar	Ice sports, fishing, water sports, trampolines, nordic walking & horseback riding	Henri Himberg	80409	henri.himberg@sok.fi