

Personal Information

Name: Heidi S. Humala
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Nationality: Finnish
Date of birth: September 22, 1978

Education

Central European University Business School, Budapest, Hungary
MBA Candidate, September 2006 – (expected graduation July 2008)

University of Bath, United Kingdom

MA Contemporary European Studies with Trans-Atlantic Track, Sept 2001 – Sept 2002

Semesters: University of Bath, England, Sept 01 – Dec 01
University of Washington, Seattle, USA, Jan 02 – March 02
Institut d'études politiques (IEP) de Paris, France, April 02 – June 02

University of Durham, United Kingdom

BA (Hons) European Studies and French, Sept 1997 – June 2001

Exchanges: The Hague Institute of European Studies, Holland, Sept 98 – Jan 99
Université des Sciences Humaines, Strasbourg, France, Sept 99 – June 00

Activities: First and final year Student Representative at Student-Staff Consultative Committee and Subject Management Board meetings
International Students' Association member

International School of Beijing, China

International Baccalaureate Diploma + 1 Certificate, Aug 1993 – June 1997

Activities: Student Council Representative and Junior Class President
Model United Nations delegate to regional and global conferences

Professional Experience

April 2007 – (current position)

The World Bank, Washington DC, USA

Consultant at the Information for Development Program (infoDev)

Content management, design and launch of the *infoDev* Incubator Initiative online networking and knowledge-sharing platform (<http://www.idisc.net>). Within 8 months, network membership grew by 113%, representing business incubators in over 70 countries. Event management for conferences reaching 1000+ participants in Chile, Armenia, Vietnam and Bahrain. Oversight of *infoDev* web strategy and web product development for the ICT in Regulation, ICT in Education, and E-Government work areas.

January 2003 – August 2006

Finpro – consulting organization focused on accelerating the internationalization of Finnish companies, Helsinki, Finland

Project Manager at Business Delegations Unit

Organization of Business Delegation visits led by the Minister for Foreign Trade and Development of Finland to 17 countries worldwide. Marketing, company recruitment, program planning, budget, practical arrangements, coordination with Ministry for Foreign Affairs of

Finland and Finpro Trade Centers in target countries. 6-8 Business Delegation visits annually with delegations representing 20-25 companies.

Project Coordinator at Project Advisory Services

“Financing Business Opportunities in Asia”-guide: author of publication outlining project, trade and investment financing opportunities for the private sector. Contribution to “Financing Business Opportunities in Africa”-guide. The World Bank Knowledge Economy Forum II: responsible for practical arrangements of the Forum, coordinating between World Bank headquarters and Finpro office in Washington D.C. and the Finnish Ministry for Foreign Affairs in Helsinki.

June - August 2000 and 2001

UPM-Kymmene, Strasbourg, France

Managing Director’s assistant

Responsible for establishing and in-house training of client database, coordinating with Paris and Rouen offices. Translated documents from French into English, typed up company reports, performed general secretarial duties.

January - June 2000

European Parliament, Strasbourg, France

Assistant to Finnish European People’s Party (4 MEPs)

Researched party proposals. Wrote an article for a Finnish newspaper about MEP work in Strasbourg and a report on the role of the EU in environmental protection. Gathered and disseminated required information. Organized public relations events. Translated documents from Finnish into French and English.

June - August 1999

Ministry for Foreign Affairs, Helsinki, Finland

Information and Resources Center Assistant

Ordered and organized requested literature. Acted as English and French language correspondent. Carried out customer service duties at front desk.

September 1998 - January 1999

The Hague Institute of European Studies, The Hague, Netherlands

Professor’s Assistant

Student coordinator of EU Erasmus exchange programs. Communicated between companies and students involved in “Project Europe”. Organized public relations events.

Affiliation

Finnish Business and Policy Forum EVA: Junior Fellow 2007 – 2009

EVA is a policy and pro-market think-tank financed by the Finnish business community, providing a platform for discussion and networking for decision-makers both in business and society. EVA’s task is to identify and evaluate trends that are important for Finnish companies and the society as a whole. Website: <http://www.eva.fi>

Language Skills

Finnish	Fluent
English	Fluent
French	Fluent
Spanish	Basic
German	Basic