

CURRICULUM VITAE



Personal information

Name: **Merike Mätas**

Education

2020-...	Tallinn Economy School Legal Assistant (level 5)
2010 -2011	University of International Business and Economics, Beijing China / Business Chinese (Mandarin)/certificate
2009-	Tallinn University of Technology/ post-graduate Master studies in International Relations
2001-2002	Estonian School of Diplomacy/ International Relations and European Integration
1992-1996	Tallinn Pedagogical University/Directing
1981-1992	Pärnu I High School/ English, German language class

Training courses

2021	Supervision and coaching. Certificate
2017- 2019	Group leading and coaching. Certificate

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2013	Samuli Suvela Salamander Sales and Strategy Finland Sales Psychology I, II, III
2010/11	Managers Exchange and Training Programme EU-China Details: www.metp.net.cn
2009-2020	EAS Business-mentor program.
2002	AS Esko Training and Consulting – seminar “Estonian companies in the EU” / 8 hours/ certificate
2002	European Free Trade Association/ Course on Market Economics, International Trade and Finance / April 10 – May 5/ certificate
1998/99	Pepsi Cola General Bottlers Baltics – sales and marketing training courses in Estonia Latvia and Lithuania
1989-92	“Enelyn’s Fashion School”/ etiquette, communication skills training programme

Work Experience

October 2020-...	Assistant teacher, class teacher
June 2019- June 2020	Fooddocs OÜ digital food safety plan European Export Manager (Service Agreement) Focus on SNG and Ukraine market Stopped because of COVID
June 2018-June 2019	TalTech University lector of Business Science. MBA level students Estonian Business School. Business lectures for Chinese Students Business Model and strategy. Creation of the Business Idea e-Estonia introduction, cybersecurity
2017-2018	Kaasaja OÜ founder and project manager Creating Educational materials for Estonian entrepreneurship education program to develop young people’s entrepreneurial competencies more practical. Business and entrepreneurship lector in 5 different Primary Schools in Estonia
2013-2016	Mandatum Life Insurance Baltic SE Wealth Management. Private Banking. Mandatum Life, a part of Sampo Group, is one of the most financially solid and respected companies in the Nordic region. Mandatum Life Wealth Management represents this century's advanced wealth management. Available for clients whose assets to be invested start from EUR 250,000. Other tasks in the company: Consulting regular sales department and marketing department. Networking and co-operational projects specialist. Building brand equity and elaborating new products. Corporate insurance.
2010- 2012	METP Educational Program and UIBE University studies in China
2000 - 2010	Different foundations, private businesses and investment projects in EU: Aarensen OÜ www.euro.ee ESTONIA

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Company: real estate investments and development

Position: **Owner and Founder, Member of the Management Board**

Mahekaup OÜ www.mahekaup.ee ESTONIA

Company: Organic food and non-food reselling and distributing in Estonia, Latvia, Lithuania and Finland.

Position: **Owner and Founder, Member of the Management Board.**

Content of position: investor, owner

Ecopreces SIA www.ekopreces.lv LATVIA

Company: Organic food and non-food sales and marketing in Latvia

Position: **Founder and Owner, Member of the Management Board.**

Additional information: position was liquidated due to the sale of the company. Company is sold.

Hexarex OY www.luomula.fi FINLAND

Company: Organic food and non-food wholesale in Finland.

Position: **Founder and Owner, Member of the Management Board.**

Additional information: position was liquidated due to the sale of the company. Company is sold.

OÜ Kohvi & Masin www.kohvimasin.ee ESTONIA

Company: import, sale, marketing and maintenance of professional coffee machines “Rancillio” and “Gaggia”, import and sale of superior quality coffee “El Mundo” from Italia.

Position: **Founder and Owner, Member of the Management Board, Sales and Marketing Manager**

1998-1999

Pepsi Cola General Bottlers Eesti OÜ

Company: PCGB affiliate in Estonia

Position: **Estonia Country Manager**

Content of work: selection of staff, coordinating the work of staff and supervision; observation of turnover, costs and profits; compilation of marketing and sales plans, their implementation; participation in the Management Board meetings of the Baltic region; evaluation of Estonia's development potential, making proposals in international discussions; developing company's management and development strategies

Subordinates: 5

Additional information: company was liquidated due to the sale of the company

1997- 1998

Pepsi Cola General Bottlers Eesti OÜ

Company: PCGB affiliate in Estonia

Position: **Marketing Coordinator**

Content of work: developing and implementation of marketing plans; developing and coordinating the implementation of objectives arising from company's general strategy; communicating with resellers and key customers, analyzing and implementing of their proposals; communicating with advertising agency

Subordinates: 2

1996-1997

OÜ Vanaema Juures

Company: restaurant and hotel “Vanaema Juures/Grandmother's” and “Von Krahli Bar”

Position: **Administrator, Event Manager, Marketing Manager and PR Manager**

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Language skills

Estonian	mother tongue
English	excellent
Russian	upper-medium
Mandarin, German	communicative

Additional information

Social responsibility:	
2013-2020	Estonian Enterprise Business Mentor
2013-2020	EVEA -Estonian Small and Medium Enterprises Association Council Member
2013	Tallinn Hansa Rotary Club charter member
Computer skills:	Daily user CRM, Hubspot, Slack, etc.
Driving license:	category B (since 1994)
Weapon permit	since 2003
Hobbies:	<u>constant self-development and new challenges</u> Real Estate and wealth management
Personality:	Hard worker with excellent presentation-, negotiations- and communication skills. Co-operative, brave open minded and innovative.

Date of compilation: May 2021