MIKAEL SEPPÄLÄ

CURRICULUM VITAE

ABOUT ME

I'm a 38 years old neo-generalist: a perpetual, multi-disciplinary learner blending theory and practice.

When you mix human-centered approaches from Service Design, Action Research and Sociology to Systems, Data and Management, what you get is a Service Systems Designer. That's a person who is quick to apprehend multiple scales, human, business, technological perspectives and facilitate the participatory design of purposeful systems.

As a Service Systems Designer I'd describe myself part Service Designer, part Business and Data Architect.

I can help mediate and create cohesion between human-centered, business and technological roles as a Service Designer, Business Architect, Service/Product Owner or a Project Manager.

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EDUCATION

2017 LAUREA UNIVERSITY OF APPLIED SCIENCES	**MASTER OF BUSINESS ADMINISTRATION** **Major:** Service Innovation and Design
2013 UNIVERSITY OF JYVÄSKYLÄ	**MASTER OF SCIENCE (ECONOMICS AND BUSINESS ADMINISTRATION)** **Major:** Entrepreneurship
2012 UNIVERSITY OF HELSINKI	**MASTER OF ARTS** **Major:** Adult Education and Developmental Work Research (Action Research)
2006 UNIVERSITY OF JYVÄSKYLÄ	**MASTER OF SOCIAL SCIENCES** **Major:** Sociology **Minors:** Management, Education, Psychology

WORK EXPERIENCE

2016-2017
MIKAELSEPPALA.COM

FREELANCER, SERVICE DESIGN/SOCIAL INNOVATION/DATA/BIZ ARCHITECTURE

Project themes:
- Service Design, Co-creation, Service Systems Design
- Design Education and Hackathons

Main projects:
- Haavi 2017 (see Success Stories) – Service Design Education program for Labor Unions: Yhteiskunta-alan korkeakoulutetut ry, Specia ry, Akavan Erityisalat ry, Kaleva Vakuutus, Avoine Oy, Danske Bank, Entre ry (04/2016-06/2017)
- Open Data Showcase project: for the Six City Strategy (6Aika) organization with Open Knowledge Finland (03-05/2017)
- Demokratiahack hackathon: for the Finnish Innovation Fund Sitra with Open Knowledge Finland (02-05/2017)
- Hack the Budget hackathon: for the Finnish Ministry of Finance with Open Knowledge Finland (09/2016-11/2016)
- MyData Service Ecosystems Sprint (see Success Stories) & Consent Service System Design project as part of MBA thesis: Elisa Oyj (05/2016-12/2016)

SUCCESS STORIES

As project manager for Aalto University's part of the national VIRTA education data integration project I was able to participate in the national development of the data warehouse, orchestrate our outsourced data warehouse company, internal technical experts and end users. We were one of the first universities in Finland that was ready and the project was also on budget.

Haavi 2017 was a new service innovation project for three worker unions that I was able to guide as a service designer and be the project manager in.

Those educated as generalists, such as social scientists, have strong skills in human research but their education lacks the development of capacities to solve problems. Haavi became a Service Design and Experimentation education program for generalists. Its first instance was a success for the worker unions, four companies with cases and 35 participants who collaborated to make the program. Haavi 2018 is being launched as a result of the successful pilot.

The MyData Service Ecosystem Sprint for Municipal Maternity Services was one of my favorite projects. It was a collaboration I did as a service designer with the Elisa Mobile Operator company for university students participating in a service development competition. Elisa wanted to explore how their connected healthcare products could be part of municipal maternity services based on personal data (MyData) from multiple providers which would make the lives of expecting mothers easier. The end result took into account the layers of service ecosystems, service architectures and service experiences. The student team I facilitated ended up winning the competition and judges deemed the concept a great example of the future service design.

WORK EXPERIENCE (CONT.)

10/2014-12/2015
UNIVERSITY OF ARTS, HELSINKI

PROJECT MANAGER (EDU IT)
Responsibilities:
- Student Information Systems deployment projects
- Enterprise Architecture practice pilot project
- Quality System development project
- Participating in the development of the national reference business architecture for higher education

03/2013-10/2014
AALTO UNIVERSITY

INFORMATION SYSTEMS PLANNING OFFICER (EDU IT)
Responsibilities:
- Aalto data warehouse development projects in the educational domain
- Academic analytics: Business Intelligence applications in the field of education using the QlikView Business Discovery platform
- Customized reports based on education data
- VIRTA: national education data integration project management for Aalto (see Success Stories)
- Aalto MDM steering group member
- Electronic case management system development and support
- Course feedback system development & support
- Participating in the development of the national reference data model for higher education

8/2011-3/2013
THEATRE ACADEMY HELSINKI

PLANNING OFFICER (EDU IT)
Responsibilities:
- IT Services for Education and Research: study-related information systems (Oodi and Asio) planning, processes and support services.
- Department of Lighting and Sound Design: department budgeting, education planning and development, teacher recruitment, education communication, and student counselling.

2007-2010

SELECTIONS FROM PRIOR WORK EXPERIENCE
2010-2011: Teacher/Guidance Counselor at City of Helsinki
2007-2010 Customer Service/IT Support at Stockmann
2005-2006 Communications Project worker/trainee at Yhteiskunta-alan korkeakoulutetut ry
2006 HR Research Trainee at Kepa, collaboration platform for Finnish global development organizations
2004-2005 Conference organization, WWW-pages, student mentoring program at University of Jyväskylä

MAIN SKILLSETS

COMMUNITY MANAGEMENT,
17 YEARS

Participating in and leading multiple communities, networks and established associations has been a huge part of my adult life. The main capabilities I have developed: Peer-to-peer organizing & leadership, Open & democratic decision-making, Do-it-yourself (DIY) attitude, Advocacy for social change, Communications.

SERVICE DESIGN,
3 YEARS

Even though Service Design is formally the newest of my skillsets, it's probably the best way of describing the connecting thread between everything I've done. I feel my purpose in life is to promote human-centricity in whatever context I operate in. I like Human-Centered Design because it:
- seeks to employ Systems Thinking and deal with complexity or creating certainty in initial uncertainty
- is based on behavioral and social scientific research
- seeks to co-create solutions
- works iteratively towards a solution using prototypes for learning

BUSINESS & DATA ARCHITECTURE,
4 YEARS

Business and Data Architecture are subdisciplines of Enterprise Architecture. Whereas Service Design has the focus of developing services, Business and Data Architecture seek to develop the Enterprise-level. These disciplines were a large part of my work in EDU IT. Business Architecture deals with developing and investing in the strategic development of processes, services, metrics and capabilities. Data Architecture seeks to promote Enterprise-level interoperability and the usability of data. For example semantics, integrations, data modeling and data warehousing are areas that I know a lot about.

PROJECT MANAGEMENT,
~7 YEARS

Project Management is the ability to work in a given timeframe, with the resources and people to fulfil a shared purpose. Most of my career has been learning and adapting to work in new environments, ranging from customer projects to IT projects to community projects. I prefer working like in projects because it offers me the ability to fulfil my insatiable curiosity to learn more.

COMMUNITY MANAGEMENT

Current Community Management:

Social Innovation for Systems Change Finland (~500 members)
https://www.facebook.com/groups/socialinnovationfinland/
▪ Meetups, blog posts, Facebook community to promote social innovation and social innovation labs as means of affecting positive and desired change in society.
ResponsiveOrg Finland (~100 members)
https://www.facebook.com/groups/ResponsiveOrgFI/
▪ Meetups, blog posts, Facebook community to promote practices for teams and organizations which want to incorporate current trends in complexity management, humanity and technology.
Design for Data (~100 members)
https://www.facebook.com/groups/designfordata/
▪ An online community to promote the usage and human-centered questions related of digital data in Systemic and Service Design.

Previous postitions as a board/council representative:

Open Knowledge Finland ry, Open Society Think & Do tank
▪ 2017: Board member, Membership experience
▪ 2016: Board member, Financing & communities
Yhteiskunta-alan korkeakoulutetut ry, Social Science Professionals
▪ 2015-2016: Board member for the labor union of 12 000 members
▪ 2006-2014, 2017 Association council member
Pääkaupunkiseudun yhteiskuntatieteilijät ry, Social Science Professionals
▪ 2010-2016: Chairman of the board and communications
SYY-Jyväskylä ry, Social Science Students of Jyväskylä
▪ 2003-2005 Board member
Jyväskylän yliopiston ylioppilaskunta ry, Student Union of Jyväskylä
▪ 2002-2005 Council member
Fokus ry, student association for sociology, social policy and social work
▪ 2002: Chairman of the board
▪ 2001: Board member, Communications

REFERENCES

TEEMU ROPPONEN, EXECUTIVE DIRECTOR
OPEN KNOWLEDGE FINLAND
teemu.ropponen@okf.fi +358 40 525 5153
- Manager and collaborator in the Hack the Budget, Demokratiahack and Open Data Showcase projects

NINA KAHMA, CO-FOUNDER
HAAVI – SERVICE DESIGN EDUCATION PROGRAM
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