

Jussi Mäkinen

Founder, Nerea Consulting

jussi.makinen@nerea.fi · +358 40 900 3066 · linkedin.com/in/jmakine



E X P E R I E N C E

2026 — Present	<p>Founder & Principal Advisor</p> <p><i>Nerea Consulting</i></p> <p>Independent strategic counsel on EU policy, digital regulation, data governance, and resilience. Advising senior decision-makers who cannot afford to misread the European policy landscape.</p>
2025 — 2026	<p>Deputy Director, EU & Public Affairs</p> <p><i>Technology Industries of Finland</i></p> <p>Overarching responsibility for the EU advocacy of Finland's largest trade association, covering general EU policy and digital & innovation dossiers, as well as connection to domestic policy work. Led the initiative that placed the EU Tech Front Runners concept in the Commission's Competitiveness Fund proposal.</p>
2021 — 2025	<p>Director, EU Regulation</p> <p><i>Technology Industries of Finland</i></p> <p>Led a multinational team of four EU lobbying professionals across DIGITALEUROPE, Orgalim and Ceemet. Full responsibility for strategy, budget and OKRs. Designed and delivered the advocacy campaign on AI in the Workplace.</p>
2018 — 2021	<p>Head of Digital Regulation</p> <p><i>Technology Industries of Finland</i></p> <p>Shaped national and EU AI and data policy. Led the Model Terms for Industrial Data and the Data Accelerator for SMEs. Primary legal adviser on digital regulation; key stakeholders included ministries and the European Commission.</p>
2014 — 2018	<p>Lawyer & Policy Counsel</p> <p><i>FiCom — Finnish Federation for Communications</i></p> <p>Drove regulatory modernisation in telecom, copyright, payment services and eID at national and EU level. Engaged directly with Finnish MEPs and EuroISPA. Key contributor to the legislative web-PVR licensing solution and repeal of private copy levy fees.</p>

2006 — 2013	<p>Ministerial Adviser</p> <p><i>Ministry of Transport and Communications</i></p> <p>Prepared legislation and policy on telecom, privacy and broadcasting. Represented Finland in EU and Council of Europe working groups.</p>
-------------	---

P O S I T I O N S O F T R U S T

2023 — Present	<p>Executive Board Member</p> <p><i>Finnish Lifeboat Association</i></p> <p>Strategic governance and ESG programme development for voluntary Search & Rescue operations.</p>
----------------	---

2019 — 2023	<p>Executive Board Member</p> <p><i>DIGITALEUROPE</i></p> <p>Collegial influence on EU and international digital policy. Champion of Data. Maximum board term reached.</p>
-------------	---

E D U C A T I O N

2004	<p>Master of Laws</p> <p><i>University of Helsinki · Erasmus Exchange, University of Aberdeen (2003)</i></p>
------	---

C E R T I F I C A T I O N S & O T H E R

2025	<p>Hanaholmen Initiative — Finnish-Swedish Crisis Preparedness</p> <p><i>Swedish & Finnish Defence Universities / Civil Contingencies Agencies</i></p> <p>Eight-day executive programme for senior decision-makers in strategic crisis preparedness. Participants are key persons in senior positions from all sectors of society.</p>
------	---

2023	<p>Leading the Future Development of the European Union</p> <p><i>Finnish Independence Fund Sitra</i></p> <p>Seven-and-a-half-day programme for invited leaders from business, politics, administration and civil society.</p>
------	---

2017	<p>Certified Information Privacy Professional / Europe (CIPP/E)</p> <p><i>International Association of Privacy Professionals (IAPP)</i></p>
------	--

L A N G U A G E S

Finnish Mother tongue	English Excellent	Swedish Very good	French Good
---------------------------------	-----------------------------	-----------------------------	-----------------------