

Kaisa Salakka

Unity

Director, Research Labs

Helsinki, Finland



EXPERIENCE

Unity

Director, Research Labs

Jan 2020 - PRESENT

Leading a global research organization focusing on the future of the metaverse, virtual economies and game design. Setting up processes for continuous innovation and productization ensuring successful new product and feature releases in an enterprise company.

Director, Product Management

Apr 2016 - Jan 2020

Leading the Unity Ads Monetization and Game Services product portfolio in triple-digit growth. Being responsible for the vision, strategy, roadmap, feature planning and -delivery. Scaling up the product and R&D organization from 20 to 150 people. Enabled successful solution design for the data privacy initiatives, critical for the future growth of the advertising business

Senior Product Manager

Oct 2015 - Mar 2016

Joined Unity Ads as its first product lead. Setting up product management processes transforming the org to become customer and product driven. Building roadmap and lean development practices for continuous deployment.

Omniata

VP, Product

Jan 2015 - Sep 2015

Director, Data Analytics

Sep 2014 - Dec 2014

Leading Omniata product portfolio for analytics, engagement and user acquisition optimization in gaming. Continued heading Omniata top accounts (e.g. King, Rovio, Social Point, MiniClip, Seriously and Spotify) and translating the customer priorities to be reflected on the product roadmap.

PROFILE

"Leading innovations into products with exponential growth"

15+ years of international leadership experience in digital platforms, SaaS and new product innovation with deep understanding of gaming, mobile and web marketing, telecom, retail and media.

Balanced set of skills in product-, engineering-, design- and operations leadership.

Highly motivational, focused and target oriented leader with experience in both start-up and corporate arena

Experienced keynote speaker, lecturer and influencer in the startup and gaming sectors.

Comptel

Head of Product Management

Jan 2013 - Sep 2014

Head of product management in the leadership team of the Analytics Business Unit.

Senior Manager, Analytics Sales Management

Apr 2012 - Dec 2012

Technical pre-sales, business development and product design

Xtract

VP, Professional Services

Aug 2006 - Mar 2012

Project Manager

Aug 2005 - Jul 2006

Head of data science and professional services. Member of the Xtract executive team. Xtract got acquired by Comptel in early 2012

PATENTS

METHOD AND SYSTEM FOR DESIGNING GAME PLAY AND ECONOMIES

United States application or PCT international application number 17/511,411,

filed on October 26, 2021

SYSTEM AND METHOD FOR CREATING PERSONALIZED GAME EXPERIENCES

US Patent Application number 17/025,837, filed on September 18, 2020

POSITIONS OF TRUST

Finnish Startup Community, Member of the Board

Apr 2021 -

Motorious Entertainment, Member of the Board

May 2018 - May 2019

EDUCATION

Aalto University, Helsinki — Master of Science (M.S.)

1999-2004

Systems and Operations Research, Digital Media, International Design Business Management

London Business School, London — Executive Education

2017

Platform Strategies

Stamford College, Kuala Lumpur — M.S. studies

2004

International Business