

# KIMMO NIKU - BIOGRAPHY



**Kimmo  
Niku**

CEO &  
Founder  
Eventrim Oy

Eventrim's CEO and founder Kimmo Niku is very experienced and result-oriented event management and marketing professional. He has implemented and managed more than 350 event projects including business seminars, guru events with world's leading business thinkers, invitational events for top management, cultural events and music concerts, corporate anniversary event projects and pan-Nordic conferences. He has 26 years' experience from event management & marketing.

Before founding Eventrim and starting as an entrepreneur in 2017 Kimmo was working for KPMG Finland as Director, Events & Partnership in 2015-2016. Earlier he was KPMG's Marketing Director and Head of Marketing & Communications in 1998-2015. He was responsible for building & managing KPMG's marketing and event function & strategy in Finland.

Kimmo was working for IIR Finland & IIR Sweden as Divisional Manager & Conference Manager in 1990-98 as was responsible for building and managing domestic and Pan-Nordic conference and seminar projects both in Finland and Sweden.

## Experience

- **2017-, CEO & Founder, Eventrim Oy**
- **2014- , Board Member of the Finnish Sponsorship & Event Marketing Association**
- **2015-15.11.2016, Director, Events & Partnerships, KPMG Oy Ab**
- **2007-2015, Marketing Director, KPMG Oy Ab**
- **1998-2006, Head of Marketing and Communications, KPMG Wideri Oy Ab**
- **1990-1998, Divisional Manager, Senior Conference Manager, Project Manager, IIR Finland Oy & IIR Sverige AB**