



**Antti Ohrling**  
Founder of Ohrling Ltd



## CSA CELEBRITY SPEAKERS

Antti Ohrling is the founder of Ohrling Ltd, a specialised marketing strategy & go-to-market firm operating in Europe, China and India. He advises companies on how to capitalise on the opportunities in the new, digitally-driven world, by combining digital possibilities with plain common sense often found in brick-and-mortar environment. He is a serial entrepreneur who combines creativity with strategy. He has worked in the FMCG, retail and wholesale, media, advertising, mobile gaming and IT and telecommunication industries.

**"Antti's trademark, in his own words, is to make things happen"**

### In detail

Antti has brought Angry Birds to India and Southeast Asia as regional director and has helped to restructure Jolla/Sailfish, an independent mobile operating system working as their COO in Hong Kong. He co-founded Blyk, the first and original ad-funded mobile network, in 2005. He was the CEO of Blyk UK and then the Chairman of Blyk Media India until April 2012. Prior to Blyk, Antti founded Contra Advertising Group, an international advertising group operating in three continents, now part of Touch Worldwide. He is a Fellow at RSA (Royal Society for the encouragement of Art, Manufactures and Commerce, UK) and Honorary Member of Board in MMA APAC. He is also inventor of over 20 international patents.

### What he offers you

Antti draws on his experience as a corporate executive and serial entrepreneur and as someone with exposure to management styles across the world and from large MNCs to sizzling start-ups, to share his perspective on the two distinct styles of management. He takes the audiences through the characteristics and the advantages and drawbacks of both styles.

### How he presents

Through examples, Antti helps the audience understand how to arrive at that vision and create a nurturing environment for innovation in their company.

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone or e-mail us.

### Topics

Entrepreneurship as Management Attitude in Corporations  
Branding and Design  
Frugal Innovation and Technology  
Disruptive Digital and Sharing Economy