



Rami Hirvelä

GROWTH ARCHITECT · HELSINKI · INDEPENDENT SINCE 2018

Hands-on commercial leadership & AI-native operations.

I build and run B2B commercial engines and embed AI where it sticks: across strategy, operations and tech. Most recently grew **Sevendos +20% organically in a declining market**. *Productivity now, strategic advantage next.*

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TRACK RECORD

+20%

Organic YoY growth
In a declining market.

29 → 39%

Winrate
Sales engine, Sevendos.

11

Brands run
One operating model.

66

New clients won
In 2025.

On **Rule of 40**, Sevendos **beat its listed competitors** in 2025. Growth came from the model, not a tailwind.

EXPERIENCE

Sevendos Group

2024–JUN 2026

Partner · Chief Growth Officer

Joined as CGO when Fintec became part of Sevendos. Ran the commercial engine across **11 brands (€78M revenue 2025)**. **Winrate 29 → 39%**, **10+ meetings per week per rep**, **66 new clients in 2025**. Built the AI-native operating model the current practice is based on.

“This is a world-class sales operation. I’ve never seen anything like this in Finland.”

PETRI NIEMI · CHAIRMAN OF THE BOARD, SEVENDOS

Get Leads & Get Sales

2022–PRESENT

Co-founder

Spun out from Fintec with the group’s blessing after the sales model worked that well. Productised SDR for enterprise **Director / VP / CxO** reach. **28% hitrate** from cold to qualified conversation in **5 days**, Monday-selected, Friday-booked. The bill comes to me if it doesn’t work.

Fintec + AI Roots, Cyberdo

2018–2024

Partner · Member of executive team · Commercial leadership

Fintec is the leading freelance tech talent agency. From sales floor to executive team to partner over six years. Built the commercial function and operating model behind everything I run today. **+20% YoY growth**, **1+ senior placement per week per talent agent**. Sevendos merger in 2024.

Evermade, Nordcloud, Mirum

2014–2018

P&L Lead · Sales Executive · Project Manager · Account Manager

Built sales and delivery across three agencies in four years. Managed enterprise accounts including **Nordea**, **Metso**, **Ramirent**. Final role: P&L Lead for a team of **14 tech & design professionals**.

SELECTED CLIENTS

Reaktor · Sofokus · GRK Infra · Tulká · Snowfox · Fluidio · Coventures · Pemamek. Engagements span Contract CGO, Sales Operating Model, AI & automation, sales recruitment and coaching.