



Risto Pakarinen is the CEO of Finnjewel Oy, a corporate communications and PR company fully-owned by him and his partner, Jessica Arhammar.

In October, 2003, Finnjewel Oy launched a new Finnish hockey magazine, aptly named *Hockey*, with Risto as its editor-in-chief. Hockey's Web extension, HockeyBlog, got two nominations in the Best Finnish Blog Awards; best new blog and best blog about a hobby (sports/culture/arts).

Risto has created or co-created magazine concepts for several publishers, most notable are *Ekonomi* - that won 1st prize in 2003 as Best Finnish Customer Magazine - and M-real's *Embrace* that got the jury's special prize in the same competition the year before. Risto was also managing editor of both magazines.

In 1998 thru 2002, Risto worked as managing editor at Appelberg Publishing Agency in Stockholm, Sweden, managing several magazine projects and marketing Appelberg in Finland.

In the last ten years, Risto has translated and edited several books, such as *NHL Hockey* (Karisto 1998-2001), *Formula One 1999* (Karisto), *Hockey stars 2002* (Egmont) and a youth book series (Karisto, Adam Wallgren series 2003-). He also translates and edits *Goal*, a soccer magazine, published by Egmont.

In 1994, Risto worked as a consultant for the National Hockey League, and again at the World Cup of Hockey in 1996. He also did research about hockey in Europe for the NHL.

Between 1995 and 1998, Risto was business development officer at the Canadian Embassy in Finland, promoting Canadian exports in several business areas, such as sporting goods, environmental technology, forestry and mining.

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