Lauri Nieminen

KEY ACCOUNT MANAGER FOR THE AI ERA

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Profile

Key account manager and enterprise SaaS seller with 10+ years in B2B sales and six years selling local search, listings and AI search visibility to Finland's largest multi-location brands. I have sold the same problem at both ends of the market, from single-location businesses to chains with 400+ locations. I sell to CIOs, CMOs and digital leaders, build the GTM model behind the sales (ICPs, playbooks, signals) and build my own AI and data tools to make it repeatable. Sales, marketing and tech in one person. Open to a key account management role in a growing B2B SaaS company from January 2027, in Finland, the Nordics or internationally.

#1	130 %	100 k€+	<1 %
Seller in the whole company by revenue, Fonecta 2023	Of quota 2023 · 101 % (2024) · 103 % (2025)	High-margin SaaS deals with Finland's largest brands	Annual churn in the enterprise segment

Experience

Enterprise GTM Lead

05/2026–2026

Fonecta Oy · alongside the Account Director role

- Cut the enterprise sales cycle from 6–12 months to 3–8 weeks with ICP-based targeting and clear buying triggers.
- Defined ICPs with sales and product leadership and built sales playbooks for each segment.
- Built the customer success playbook: post-onboarding stages, expansion triggers and risk signals.
- Brought new AI visibility products to market: positioning, value messaging and sales enablement for C-level conversations.
- Acted as the internal sparring partner where sales, marketing and customer success meet.
- Fed customer and market feedback into product priorities and reported commercial metrics to management.

Account Director, Enterprise

10/2023–2026

Fonecta Oy · Finland's Top 200 multi-location companies

- Consultative SaaS sales of listings management, local search and AI search visibility (Yext Listings, Reviews, Analytics, Scout) to CIOs, CMOs and digital leaders.
- Full account lifecycle: new enterprise logos, six-figure deals, onboarding and growth of strategic accounts.
- Built expansion and cross-sell models that scaled to the whole team.
- Won Alko's public tender covering 360 stores in about four months.
- Turned around RengasCenter, an account about to leave: visibility up over 100 %, reviews up 30 % and a public reference case.
- Hands-on with integrations (SSO, SCIM, APIs) and data flows; led the internal SCIM/SSO rollout.
- Co-built a BigQuery → Supermetrics → AI pipeline, later extended to listings data via MCP and Claude. Hours of analysis now take minutes.
- Regular speaker at trainings and customer events in Finnish and English. Quota 130 % / 101 % / 103 % (2023–2025).

Key Account Manager

11/2022–10/2023

Fonecta Oy

- Key accounts and solution sales in data and search visibility projects.
- #1 seller at Fonecta by revenue in 2023, the year Fonecta was named Finland's best sales organisation.

Account Manager · Account Specialist 02/2020–11/2022

Fonecta Oy

- Sold SaaS, Google Ads, LinkedIn Ads and SEO. Through Fonecta's LinkedIn country partnership, grew several of Finland's largest LinkedIn advertising accounts.
- English-language trainings, customer service and proposals for international customers.

Sales Executive · Sales Representative 06/2016–02/2020

Bookers Group Oy

- High-pace B2B outbound sales and appointment setting, hundreds of meetings a month; team lead and trainer for new sales reps.

Sales Representative 02/2015–06/2016

Talking People Finland Oy

- B2C phone sales; team lead.

AI-native way of working

INPUT	AI DOES	I DO
Meeting transcripts, context library, sales playbook, CRM data, Google and listings data, LinkedIn profiles	Meeting prep and summaries, proposals, audits and analyses, expansion triggers, profile analyses, 5×5 outreach cadences	Edit and decide, run the meetings, build the relationships, close

Skills

Go-to-Market · Enterprise SaaS Sales · Key Account Management · Value Selling · Product Marketing · Sales Enablement · Local SEO · AI Search / GEO · Yext · BigQuery · Supermetrics · Claude & MCP · GA4 · APIs, SSO & SCIM

Education & certifications

Mercuria Business School, 2016–2018
Elements of AI, University of Helsinki
14 BrightLocal SEO certifications
3 LinkedIn Marketing certifications

Languages

Finnish (native) · English (excellent) · Swedish (basic)

Outside work

Marathons, Ironman, padel and AI side projects.