Tero Kalsta  
*Sales Coordinator*

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| PHOTO | Birth year: 1973 Nationality: Finnish E-mail: kalsta(a)floorball.sport  Member of the IFF staff, since: 2018   **Floorball experience** *On Field of play:* Field player (preferably left wing), first season in Finland 1993, Finnish II-division for almost ten years, senior leagues since 2010  2001-03 UHC Herisau (Switzerland)  2017-19 LUC Epalinges (Switzerland)  *Off Field of play:*  *SBS Kings M40, General Manager*  Assistant coach, EräViikingit, Boys 2008 |

**Job title:** Sales Coordinator

**Previous employments**:

* Saunalahti Group Oyj / Jippii Mobile Entertainment (mobile content services), several manager positions in sales and management, 2001-2005
* Max Rumpus Oy (mobile software development), CEO, 2006-2007
* Steam Communications Oy (sms-based product for businesses), CEO (+ several positions), 2007-2014
* AREX Brokering Finland (software-as-a-service short term financing), entrepreneur, 2014-2016
* Sniffie Software Oy (pricing automation), Chief Commercial Officer, 2016-2017

**Education**: Bachelor of Business and Administration (Haaga-Helia University of Applied Sciences)

**Hobbies**: Floorball, Rinkbandy, Wines, Cooking

**Other Floorball tasks outside work**

Founding member of SBS Kings (1994)