

Customer Experience Professional

Online Portfolio - Joakim Rowley

Hi there! A warm welcome to my online portfolio, where I share how I've transformed average customer experiences into enduring customer relationships, both in Finland and internationally. As of December 1st, 2023, I am open to new challenges in customer-facing roles. I am always eager to expand my network, so please don't hesitate to reach out! You can find my contact details at the end of the portfolio.



About Me

*Hey & Hello! My name is Joakim Rowley,
I'm a customer experience professional.*

Behind the picture is an emotionally intelligent man with a passion for education and a background in Business and Management. I've gained extensive experience in creating exceptional customer experiences both in Finland and internationally. Starting my career in Rotterdam, I discovered a group of like-minded individuals dedicated to supporting impact startups addressing global challenges. This led to the founding of Startup Funding Event in 2018, which served entrepreneurs and investors in the Netherlands and Finland.

I moved back to Finland to work in the education & technology sector and I couldn't be more grateful for the experiences every since: I've had the privilege to design customer experiences, forge partnerships, and facilitate numerous sessions that supported the future leaders both in classrooms and offices around topics such as character strengths, well-being and entrepreneurship.

Now, I'm seeking a customer-facing role, with the opportunity to transform average customer experiences into lasting relationships. Long-term, I'm eager to evolve into a learning and development role, drawing on my international business and development experience in the USA, Netherlands, Lebanon, Mexico, and the UK.



My Experience

Engagement Manager, Lyfta Education

April 2020 - April 2023

I worked closely with our Country Director in order to launch our new product in the Finnish market. My role was to design and implement the customer experience journey for our Finnish customers, build local partnerships and new services that best supported our users both in the classrooms and offices.

Community Lead, Weekday Warrior

November 2022 - Present

Passion for new experiences and meeting new people turned into a company finally in 2022. My role has to do with everything supporting our community, which consists of runners of various levels. This includes organizing local runner challenge weeks, building our online store and growing our community both online and live events.



Contract Renewal Specialist, Progress Software

April 2016 - April 2017

I worked with our distributors in the EMEA region to help their customers to succeed with Progress tools. This included exceptional customers service, building connections, pricing and forecasting. In addition to closing sales of approximately 1,5 mil€/quarter, I had the honor of representing my work community in the Works Council and make sure that our company followed the local labor laws.

Co-founder & International Partners, Startup Funding Event

November 2018 - 2023

Being connected by our shared goal the will to do our part to generate scalable solutions to the world's most pressing problems, we found Startup Funding Event with my connections. We did that by providing a platform and an audience to impact startups first in the Netherlands and later expanding to Finland where we organized an event in collaboration with the Dutch embassy as part of Slush, the largest annual start-up event in the Nordics. My role was to build and manage stakeholder relations before, during and after the event. These included the startups, investors, judges, partners and service providers.



Projects & Services

New Service Model & Partnership Development

I developed a new way of providing value to our customers while cutting our company's expenses by building a partnership with a Finnish industry leader in their own sector. Both organisations were able to focus on their core strengths while sharing knowledge and skills that saved both of our resources. As a result, we co-created a new service model that reached customers both in Finland and internationally.

Skills: service design and management, project management, customer success management, sales, innovation, partnership development, copyrights, budgeting

Company Workshop

I planned and facilitated a training for a Finnish company's employees about recognizing their own and their peer's character strengths. As part of the service, I also conducted a wellbeing survey prior and after the workshop. The purpose was to implement positive feedback (based on character strengths) into the team's regular activities and increase connectedness and collaboration internally.

Skills: facilitation, character strengths, positive feedback, wellbeing, content development, client management



Global Wellbeing Day

I managed a project where Lyfta created a completely new product and service for a global wellbeing day hosted by an international school network. Learners aged 5-16 learned about physical and mental health by visiting people from different cultures online and participating in interactive workshops. The service reached over 1500 educators and 20 000 learners from 13 different countries across Latin America and Asia.

Skills: project management, product & service management, leadership, communications, stakeholder management, budgeting, cultural awareness, conflict resolution, time management

International Workshop USA-Palestine-Israel

I collaborated with a North American NGO to create meaningful learning experiences to both Israeli and Palestinian schools through online workshops. The purpose was to increase positive cultural exchange, while discussing topics such as impact through knowledge, religion, wellbeing and environment. We focused on finding what the learners had in common and connecting them through shared experiences in a psychologically safe learning environment.

Skills: facilitation, psychological safety, cultural awareness, communications, content development, collaboration, communication



Virtual Fieldtrips

I designed a completely new service with the purpose of providing learners of various ages and backgrounds the opportunity to explore and learn from the world during the Covid-19 pandemic lockdown. For us as a company it gave a fantastic opportunity to test new materials and practices. However, it ended up turning into a full digital program that aided participants to deal with climate change anxiety, learn entrepreneurial and digital skills and recognize their own and their peers' character strengths. I personally facilitated over 60 sessions with learners aged 7-65.

Skills: facilitation, new service design and management, user-centred design, communication

Multidisciplinary Learning Weeks

I designed programs and materials for school's multidisciplinary learning weeks in Finland. In many of the exercises the purpose was to transform something that the children had learned into reality and increase their sense of ownership, responsibility, entrepreneurship and opportunities to make an impact on a local and global level. The exercises consisted of topics such as: climate change, wellbeing, socio-emotional skills, circular economy, safety, entrepreneurship and career opportunities.

Skills: needs analysis, content development, project management, assessment, user-centred design, collaboration & adaption



Get In Touch



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Additional links & materials

[Startup Funding Event - Helsinki](#)

[Startup Funding Event - Rotterdam](#)

[Weekday Warrior](#)

