

SANNA SUVANTO HARSAAE

Major Career Roles

Chair, BoConcept AS
Chair, TCM Group AS
Chair, Posti Group Oyj
Chair, Orthex Oyj
Chair, Finnair Oyj
Independent Board member, Elopak ASA and Broman Group Oy

Other Career Highlights

Board member, Symrise AG
Independent Director, Scandinavian Airlines SAS
Chair, Anora/Altia Oyj
Chair, Paulig Oy
Deputy Chair, Harvia Oyj
Chair, Babysam AS
Board member, Swedish Match AB
Chair, Anora Group Oyj
Independent Board member, Clas Ohlson AB

Sanna Suvanto Harsaae was Chair of Anora Group (formerly Altia), where she steered the company through a comprehensive turnaround, guided its Initial Public Offering, and oversaw a major merger - establishing her reputation for delivering strategic clarity and shareholder value.

She is currently Chair of Finnair Plc, the flag carrier and largest airline of Finland, Chair of Orthex Oyj, a Finland-based manufacturer of household products, Chair of Posti Group Oyj, Finland's state-owned postal and logistics service provider; and Chair of BoConcept A/S, a Danish premium furniture brand, privately held by private equity firm CataCap. She is also Chair of N'Age ApS, a leading aesthetics clinic chain; and Chair of Vital Petfood Group A/S and Best Friend AB, both pet care businesses. She is celebrated for her ability to simplify complexity, foster high-performing teams, and embed purpose-driven, performance-focused governance across diverse sectors and ownership structures.

Her leadership across consumer, aviation, retail and logistics platforms underscores a rare depth of strategic governance and stakeholder stewardship across Nordic markets. Notably, in 2023, she led Finnair's board through the industry's most turbulent recovery phase, shaping a future-ready strategy post-pandemic.

She was previously Chair of TCM Group A/S, Svane Køkkenet A/S, Nordic Pet Care Group A/S, IsaDora AB, Paulig AB, Babysam A/S, and ECom Teams Sweden AB.
Sanna built her executive career within leading consumer and FMCG businesses, including roles as Chief Marketing Officer and Strategy Director for prominent Nordic brands.

She brings deep cross-sector expertise in:

• Board governance & strategic oversight – chairing blue chip listed firms across aviation, logistics, retail and consumer sectors with a clear focus on financial resilience and strategic clarity.

• Cultural & digital transformation – orchestrating value-led renewal through digital channel expansion, performance-oriented outlook and simplicity of purpose.

• CEO & executive effectiveness – mentoring leadership teams on board-readiness, Board–C-suite alignment, and systematic decision-making frameworks.

• Market-facing stakeholder engagement – embedding market insight and cross-functional alignment across business units and corporate boards.

Educated at Lund University (BSc in Business Administration), Sanna has been Finland's top ranked business leader for seven consecutive years and was named 'Chairwoman of the Year' in Denmark.