

## **QPR SOFTWARE PLC**

### **Proposed New Board Member CV**



#### **Maija Hovila**

**Born: 1982**

**Citizenship: Finnish, British**

**Independent of the company and its significant shareholders.**

#### **Education:**

- Master of Science (Technology), Industrial Engineering and Management, Helsinki University of Technology
- Master of Business Administration (MBA), Cambridge University
- Certified Board Member (HHJ)

**Key Work Experience:**

- **Futurice**, Chief Data & AI Strategist, 2023 – present
- **KONE**, Chief Analytics Officer, 2021–2023
- **KONE**, Global Head of Analytics, 2019–2021
- **Unilever**, London, Global Head of Analytics & Digital Insights Lead, 2018–2019
- **Unilever**, London, Senior Global Analytics Manager, 2016–2017
- **Unilever**, London, Global Analytics Manager, 2015–2016
- **Capgemini Consulting**, London, Business Analytics Consultant, 2013–2015

**Board and Advisory Roles:**

- **AI Finland**, Member of the Advisory Board, 10/2024 – Present
- **Recordly**, Member of the Board, 01/2025 – Present (Deputy Member 04/2024 – 12/2024)
- **Technology Industries of Finland Centennial Foundation**, Member of the Board, 01/2025 – Present