

**Press Release 30.9.2024**

### **Jukka Sormunen Appointed as RDI Director at Mobie Oy – Strengthening the Company’s Global Innovation and Development Efforts**

Mobie Oy is pleased to announce the appointment of Jukka Sormunen as its new Director of Research, Development, and Innovation (RDI) starting **1.11.2024**. This appointment marks a significant step in Mobie Oy's mission to solidify further its position as a leader in digital learning, AI technology, and virtual event and project management systems. Sormunen’s extensive expertise in educational technology, virtual and AI solutions, and organizational leadership will support Mobie’s growth and international expansion.

#### **Extensive Experience in Digital Solutions and Educational Technology**

Jukka Sormunen brings over 25 years of leadership and management experience, particularly in education. His impressive track record includes pioneering the integration of video technology into education, enhancing the learning experience, and boosting student engagement in virtual and artificial intelligence learning environments.

In addition to his experience with video technology and virtual learning, Sormunen has led the implementation of cutting-edge virtual and AI solutions in the public sector. His ability to lead large-scale projects and introduce innovative technologies tailored to organizational needs makes him a perfect fit for Mobie Oy’s ambitious goals.

#### **Global Expertise and International Collaboration**

Sormunen’s international experience is another crucial asset for Mobie Oy, Having worked as a teacher in the United States. As an EU expert in the education sector, he has gained a broad understanding of global education trends and the evolving needs of international markets. This experience is precious as Mobie aims to expand its global presence and offer solutions catering to diverse educational and business environments.

## **Leveraging Innovation and Technology for Mobie's Growth**

Mobie Oy is well-known for its innovative solutions, such as the AI-powered OnEdu learning platform and its comprehensive virtual event and project management systems. With Sormunen on board, Mobie plans to leverage his deep expertise to further enhance these technologies and expand its reach in international markets.

Mobie Oy is part of the Innovation and Sustainability Management group, which includes, e.g., Finnish Global Education Solutions Oy (FGES Finland), FGES India Oy, FGES Pakistan Oy, and holdings in many Finnish and international EdTech companies. As part of a larger international business network, Mobie company is positioned to collaborate with global partners, and Sormunen's role will be central to this. In his capacity as RDI Director, Sormunen will play a crucial part in Mobie's involvement in the upcoming international consortium, which develops innovative digital learning solutions with a strong focus on AI and virtual technologies. His proven ability to lead organizational change and manage large projects will be pivotal in steering Mobie's RDI efforts toward even greater international success.

## **A Milestone in Sormunen's Career and Mobie's Future**

This appointment marks a significant step in Jukka Sormunen's career as he transitions from public sector education leadership to the forefront of innovation and technology development in the corporate world. His expertise strengthens Mobie's ability to create and refine tech-driven solutions that meet the needs of modern learning and education systems.

Mobie Oy's Chairman of the Board commented on the appointment: *"Jukka Sormunen's extensive experience in blending technology with education, his innovative approach, and his international background makes him the ideal choice for this role. His leadership will be instrumental as we continue to advance our AI-driven solutions and expand our global footprint."*

Sormunen's skills and vision will play a vital role in realizing Mobie Oy's goal of being a global frontrunner in digital learning, AI, and virtual technology solutions. *With his leadership, the company is poised to set new standards in innovation and education technology globally.*

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