

## **PRESS RELEASE**

**For immediate release**

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### **Kreab Brussels strengthens its Digital & Technology team with the addition of Senior Advisors Mario Campolargo and Kaisa Olkkonen**

**Brussels:** Kreab Brussels is pleased to announce the appointment of Mario Campolargo and Kaisa Olkkonen as Senior Advisors, strengthening the firm's expertise in digital and technology policy and strategy.

**Mario Campolargo**, former Secretary of State for Digitalisation and Administrative Modernisation of Portugal and Director-General of DG DIGIT and Director of DG CONNECT (European Commission), is a recognized leader in Europe's digital transformation, bringing decades of experience in digital innovation, public sector transformation, and EU technology policy. Mario comments: "I am thrilled to be joining Kreab, bringing my long-standing expertise in digital strategies, public policy, and innovation to help businesses turn data, AI and digital innovation into real market impact. Digital transformation is vital for competitiveness, resilience, and social progress. I look forward to working with partners and businesses to strengthen Europe's competitiveness and shape a more inclusive, intelligent and sustainable digital future for all."

**Kaisa Olkkonen**, former CEO of SSH Communications Security and previously a senior executive at Nokia, is an expert in digital business models, software, cybersecurity, telecommunications and EU regulatory affairs. Her leadership in the private sector and extensive knowledge of European digital regulation will provide Kreab clients with unmatched strategic insights. Kaisa comments: "I am excited to support European businesses reap the benefits of data, AI and digitalization at large. We have a significant opportunity for innovation and growth, driven by new digital and data-driven technologies. In these globally challenging times, it is even more critical to continue pushing these capabilities to increase the competitiveness of the European market."

"We are delighted to welcome Mario and Kaisa to our digital practice," said **Tuomas Tierala**, Managing Partner of Kreab Brussels. "Their extensive expertise and deep understanding of the digital ecosystem will further enhance our ability to support clients as they navigate the rapidly changing digital policy environment in Brussels and across Europe." **Mihailo Jovetic**, Director of the Digital & Technology team, added: "Having Mario and Kaisa join us is a great pleasure, as we expand our footprint in the digital and technology space, and continue to strengthen our advisory capabilities for our clients."

These appointments reflect Kreab Brussels' ongoing commitment to offering best-in-class advice at the intersection of technology, policy, and regulation.

## **Background**

Kreab serves approximately 500 clients through 25 offices worldwide. Our Brussels office opened in 1992 and is today one of the leading public affairs consultancies, with specialist teams in financial services, trade, competition, macro-economic policy, digital and sustainability sectors. Our team of experienced consultants and senior advisers possesses vast experience from the EU institutions, Member States' regulators, the media, research organisations, NGOs, and the private sector. We are members of the European Public Affairs Consultancies Association and have signed the EPACA Code of Conduct. Our activities are listed in the European Union's Transparency Register.

## **Contact**

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