

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