Heidi Heinänen



Title: Communications and Sustainability Manager
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Languages: Finnish, English, Swedish

Heidi works as a communications and sustainability manager at Hannes Snellman and cooperates with all our cross-border business areas in all communication matters related to business development, client relations, PR, media, employee branding, social networks, and marketing. She is responsible for managing and coordinating the cross-border content producing processes for all our communication channels. Heidi also coordinates the firm's sustainability work and supports different business areas in business development and client relationship management.Heidi has a Master's Degree in Communication Management and a Bachelor's Degree in Modern Languages and Business Administration from the Haaga-Helia University of Applied Sciences, where she majored in laws. Heidi has also completed a one-year programme in Business and Corporate Communication.Heidi joined Hannes Snellman in 2002.

MEMBERSHIPS AND POSITIONS OF TRUST

- Member, Skilla ry

PUBLICATIONS

- Making an Impact as a Law Firm, UN Global Compact Network's Blog, 2021
- Expert Branding – Tips on How to Shine and Prosper Professionally, Hannes Snellman Careers, 2018
- Asiantuntijan henkilöbrändi - vinkit oikeustieteen opiskelijoille, Paragraaffi, 2017

EDUCATION AND PROFESSIONAL BACKGROUND

- Communications and Sustainability Manager, Hannes Snellman, 2022
- Communications Manager, Hannes Snellman, 2020
- Client Relations Manager, Communications, Hannes Snellman, 2018
- Client Relations Coordinator, Hannes Snellman, 2009
- Client Relations Assistant, Hannes Snellman, 2007
- Legal Assistant, Hannes Snellman, 2002

- Master of Business Administration, Communications Management, Haaga-Helia University of Applied Sciences, 2019
- Bachelor of Business Administration, Helia University of Applied Sciences, 2004