



Triin Kõrgmaa



Nationality: Estonian

WORK EXPERIENCE

[06/2025 – present]

Deputy Secretary General for Food Safety

Ministry of Regional Affairs and Agriculture of Republic of Estonia

Managing the work of the Plant Health Department and the Food Safety Department.

[10/2018 – 10/2024]

CEO/ Member of the board

Salvest AS

Full responsibility of the company performance. Managing the company in the times of multi-crises finding new growth opportunities and effectiveness within the production process. Leading the implementation process of different IT projects and structural changes within the company. During the period Salvest entered the UK market with baby-food products as well as got approved to be NATO approved for military wet-food production, at the same time growing the existing business and maintaining market position on the home market.

[12/2016 – 10/2018]

Sales and marketing manager

Salvest AS

Responsible for home market sales activities as well as home market and export markets marketing and RD activities.

Growing the home market focused marketing and RD department to be catering both home market and export markets in the way of planning and implementation. Part of the company management board and future strategy creation.

[07/2015 – 12/2016]

Category Manager - processed food

HK Scan Estonia

Managing the finished product portfolio of HKScan Baltics in all Baltic countries with the aim of creating and finding synergies between countries, product categories and product concepts. The company considers finished products to be products ranging from wieners/sausages to snacks across different brands. Developing category plans at the Baltic level according to the company's objectives, both in existing categories and when creating new categories. Implementing new technologies and concepts in different units of the organization and selecting product branding. Continuous cooperation with internal stakeholders such as sales, factories, purchasing etc. Also responsible for intra-group activities within product portfolio.

[06/2012 – 07/2015]

Marketing manager

HK Scan Estonia (previously Tallegg AS)

Management and development of Tallegg brand marketing activities at the Baltic level. Ensuring maximum sales volume and profitability through marketing activities, which are based on the analysis of various factors affecting the market. Preparation of tactical and strategic marketing plans based on inputs. Development of annual marketing plans according to the goals set by the company, consequently, preparation and implementation of a product development plan. Responsibility for the pricing of the product portfolio. Constant cooperation with internal stakeholders such as sales

department, factories, purchasing etc. As well as other Group companies. From spring 2014, also responsible for the brand manager at the Baltic level for the new Group brand – Flodins (first products entered the market on 1.10.2014)

Achievements:

- Successful launch of the Tallegg brand on the Latvian market (summer 2013) and preparations for the Lithuanian market (summer 2015)
- Development and launch of the new Tallegg communication platform (August-September 2012)
- Profitable launches in Tallegg's Estonian portfolio (e.g. Premium cutlets, oven boxes etc)

[09/2010 – 06/2012] **Product Group and Brand Manager**

Valio Eesti AS

Management of the curd, sour milk and milk product groups at the Baltic level. In addition, brand responsibility for the management of the first lactose-free dairy product brand in Estonia, Valio Zero Lactose. Development and implementation of marketing, communication and product development plans based on the product group. Development of the Valio Zero Lactose brand and raising consumer awareness of lactose intolerance as a problem. In addition, responsibility for the development and implementation of Valio Estonia's social media strategy.

[02/2008 – 09/2010] **Assistant of Marketing and RD department**

Valio Eesti AS

Assisting in the daily work of the Marketing and Product Development Division. Preparing various analyses (sales data, Nielsen etc.) and solving ad hoc marketing tasks. Organizing in-store activities and being responsible for smooth operations (tastings, samplings etc.). Contributing to the development of Valio Estonia's internal communication strategy and being the responsible editor of the internal page.

EDUCATION AND TRAINING

[2011 – 2014] **MBA, Strategic Financial Management, extra courses in export management**

Estonian Business School

City: Tallinn | **Country:** Estonia | | **Level in EQF:** EQF level 1

[2008 – 2009] **BA, Business Administration**

Aarhus University

City: Aarhus | **Country:** Denmark |

[2006 – 2008] **AP degree, Marketing Management**

Aarhus University

City: Aarhus | **Country:** Denmark |

SOCIAL AND POLITICAL ACTIVITIES

[01/2025 – 05/2025] **Team member of Spinnaker II Radical Innovation Management Programme** Tallinn

The Government Office's lead radical innovation development program for top managers, Spinnaker, aims to find and develop solutions to systemic problems in the areas of health, education, regional development, and effective governance.

A team member for a project team finding solutions for the growing numbers of obesity.

[02/2024 – 12/2024] **Chairman of the Council of AKIS programme in METK** Tartu

Chairman of the council for METK AKIS programme. A programme dedicated to Agricultural Knowledge and Innovation System. Leading the team implementing the programme in Estonia as a representative of the food industry but also to grow the Estonian food system as a whole.

[06/2023 – 12/2023] **Mentor in the EWA programme** Tartu

EWA is a EU programme to empower women in Agrifood. I was asked to mentor a woman in the field of alternative protein production project for market access issues. During the project period she developed a business plan for Estonian market as well as the preliminary expansion plan outside.

DRIVING LICENCE

Cars: B1

Cars: B

LANGUAGE SKILLS

Mother tongue(s): Estonian

Other language(s):

English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C1

Finnish

LISTENING C1 READING C1

SPOKEN PRODUCTION B1 SPOKEN INTERACTION B1

Russian

LISTENING A2

SPOKEN INTERACTION A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

My Digital Skills

Microsoft Office (Outlook, Excel, Word, PowerPoint) | Navision ERP-system

COMMUNICATION AND INTERPERSONAL SKILLS

A cheerful, sociable and active person who can create a positive (work) atmosphere where people work towards set goals. Energetic in action and looking for new experiences and challenges. In difficult situations, I tend to see opportunities for development and start looking for solutions.

MANAGEMENT AND LEADERSHIP SKILLS

Experienced leader in different roles

- Good project management skills achieved through continuous cooperation with various stakeholders of the production unit (production, purchasing, sales, logistics, initial production, etc.)
- Very good analytical skills in managing the product portfolio and achieving the profitability of the portfolio
- Goal-oriented

- Open to new things - ready to constantly learn and take on new areas of responsibility
- Ready to act both alone and as part of a team
- Very good initiative - ready to take responsibility for new projects and complete them despite the efforts
- With good stress tolerance