



Mika Wirtanen is an experienced and professional financial manager, living at the moment in Tampere region in Finland.

I have proven experience in accounting at unit of analysis, WMS-Tilit that was based on BBA studies. New strategic thinking, new business concepts, excellent networking and leadership skills are in high demand in the global operating environment. MBA-based advanced professional studies such as strategy work, strategic marketing, business processes, innovation and change management, and intercultural teamwork and management eventually led to the study of an international research-based (DBA) doctorate in business administration.

Based on my long experience, the Stargames® brand is protected by a registered and widely known international trademark, which includes exclusivity and at the same time prohibition. The business was established through the operational activities of the sports club as early

as 1993. It involved training 4-5 times a week, group management and administration responsibilities, export and import of various sports and fitness equipment, sales and marketing of strategy and sports games. In addition, the latest expansion of the Stargames brand in 2020 is the development of scalable gaming digital health technology that scales from children to top athletes and the elderly. A balanced concept aimed at in-house production includes a product and a service. For me as a founder, the principles of holistic well-being, such as digital health technology and sports partners, take precedence in licensing.

The Stargames brand has been used at sporting events in the United States and in the global use of online gaming domains, as well as in Australia in the design of computer software for a variety of gaming devices. The analysis unit, WMS-Tilit, also provides accounting and financial reporting services, currently operates in Finland and provides a contract-based service for SMEs.

A broader view of performance management, corporate finance, managerial economics provides an interesting and international concept and development perspective for small businesses as well.