



Rein Riisalu

Rein has been a lecturer at Tallinn University of Technology since 1999. His main subject of teaching is marketing and he aims to develop students' skills in team work and problem solving (using business cases and simulation games).

Along with academia, Rein has been tightly related to the management and consultancy in practice. In 2001-2004, Rein was a member of the management board of Estonian Electric Railways Ltd. responsible for marketing and strategy (a leading suburban public transport company operating in the capital city area). In 2006-2007, Rein was working as a marketing director in a company producing construction materials for buildings. During the last seven years, Rein has had many consultancy engagements in fields of transportation, energy, fishery, agriculture, food industry, tourism etc. His largest project so far was in 2006-2007 when Rein was the project manager and team leader of the "Ex-ante analysis for Estonian National Strategic Reference Framework and Operational Programs 2007-2013" (assessment of the strategy for using EU structural funds' means in the 2007-2013 programming period in Estonia). Currently, he deals with writing business case studies about 100+ million-euro-projects of an energy company.