

# MEDIA SHEET

## FEATURED IN & QUOTED BY

### Mirva “Mimmi” Saarijärvi

Fractional CMO • AI Search • Deep-Tech Marketing Strategist  
Founder of C-Mimmi-O, offering CMO-as-a-Service for B2B tech, deep tech, IoT and industrial innovators.

Great marketing bridges people and technology. With empathy guiding the strategy; clarity delivering the value.

### Marketing, AI & Growth

#### ZoomSphere – State of Social Media Engagement 2025

Expert contributor in major social data report  
<https://www.zoomsphere.com>

#### ZoomSphere – Additional 2024–2025 Expert Reports

<https://www.zoomsphere.com/blog>

#### MarkkinointiKollektiivi (2025)

Guest author – AI-era SEO (SEO → AEO → GEO → AI-SEO)  
<https://www.mkollektiivi.fi/julkaisut/hakukoneoptimointi-on-aina-ollut-muutoksessa-mita-tapahtuu-nyt-kun-tekoaly-ottaa-ohjat>

#### Parlor.io – Top 10 Customer Experience Metrics

Quoted expert  
<https://www.parlor.io/blog/top-10-customer-experience-metrics>

#### SaaSquatch – Product Marketing Strategy: 57 Experts

Quoted  
<https://www.sassquatch.com/blog/product-marketing-strategy-expert-roundup>

### IoT, RFID & Smart Retail

#### Retail Technology Review – “Smart shopping malls thrill visitors, drive profit” (2019)

Quoted as Wirepas expert  
<https://share.google/WuIZP5Z4AgxIPvQyT>

#### Wirepas – Smart Shopping Mall White Paper

[https://info.wirepas.com/hubfs/PDF%20material/Wirepas\\_SmartShoppingMall\\_20210415%20Final.pdf](https://info.wirepas.com/hubfs/PDF%20material/Wirepas_SmartShoppingMall_20210415%20Final.pdf)

#### Klika Tech + AWS + Wirepas Case Study

<https://www.klikatech.com/case-studies/iot-aws-wirepas-asset-tracking>

#### Nordic Semiconductor – Distributed Intelligence with Wirepas Mesh

<https://www.nordicsemi.com/News/2019/10/Distributed-Intelligence-with-Wirepas-Mesh>

#### Ekahau + Nordic ID Press Release

<https://www.ekahau.com/news/ekahau-and-nordic-id-introduce-rfid-barcode-solution>

#### RFID Lab Finland – Speaker

(Archive)

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## FEATURED IN & QUOTED BY

### European Business Journal

**“Simple and effective stock control”** (pp. 15–16)

Featured expert, Nordic ID

Print-only article

Website: <https://www.european-business-journal.com>

**“The wireless way to track stock”** (p. 42)

Interview: Head of Marketing, Nordic ID

Print-only article

### Deep Tech & Industry Presence

**Nordeep – Nordic Deep Tech Summit**

Speaker

<https://nordeep.com/speaker/mirva-mimmi-saarjarvi>

**SupplyChain Digital – 2018**

Featured in IoT & supply chain tech coverage

<https://supplychaindigital.com>

**People Before Technology (2024)**

Virtual workshop host: Human-centered tech adoption

<https://www.capacilon.com/events/2024/people-before-technology/>

**Additional speaking:** IoT, AI search, product marketing, ecosystem storytelling

### Academic Contribution & Intellectual Property

**Supervisor – RFID Thesis (Ramona Pitkanen, 2014)**

“RFID-tekniikan hyödyntäminen vaatetusalan myymälässä”

[https://www.theseus.fi/bitstream/handle/10024/73182/Opinnaytetyo\\_Ramona%20Pitkanen\\_2014.pdf](https://www.theseus.fi/bitstream/handle/10024/73182/Opinnaytetyo_Ramona%20Pitkanen_2014.pdf)

**U.S. Patent 11,493,639 (2022)**

A-GNSS positioning in wireless mesh communication systems

Co-Inventor

<https://share.google/Qbbx7Y7LcVxaKc5FN>

# EXPERTISE

## AI Search & Content Strategy

AI-SEO • AEO • GEO • Zero-click strategy • AI Overviews optimization • Search behavior shifts • Future-proof content frameworks • Meaningful visibility in AI-driven search

## Deep-Tech & B2B Marketing

Go-to-market strategy • Ecosystem & partner marketing • Value messaging for complex technologies • Positioning deep-tech companies for scale • Human-first innovation narratives

## Human-Centered Communication

Empathy-led marketing • Emotionally intelligent communication • Cross-functional clarity • Change communication for tech adoption • People Before Technology principles

## Product Marketing & Storytelling

Story architecture for technical products • Modular messaging systems • Product-market-fit storytelling • Executive & technical narrative development • Value articulation

## IoT, Connectivity & RFID

IoT mesh networks • Asset intelligence • Smart retail transformation • RFID adoption • Translating technical insights into business impact

# EXPERTISE

## Leadership & Enablement

Strategic clarity • Marketing team acceleration • Practical B2B tech enablement •  
Advisory for founders & growth teams • Thought leadership development

## Insights & Writing

Trend analysis • Accessible explanations of complex ideas • Research-based  
thought leadership • Guidance for marketers navigating AI-era disruption

## More insights:

<https://cmimmio.com/insights/>



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