

**MELGIN, Elina Irmeli**  
**Professor of Practice, University of Vaasa**  
**Docent, University of Turku**  
**Senior Advisor**  
**Visual artist**

Since 2023 I have been Professor of Practice at University of Vaasa focusing on social impact communication and strategic responsibility. It is not a full-time job so I give senior advisor level expertise for some clients like Reputation and Trust Analytics Ltd. I am also a script writer and painter ([www.elinamelginart.com](http://www.elinamelginart.com)). Earlier I served as spokesperson of communication and PR field in my role as ProCom's CEO. Before ProCom I learned a lot about leadership and digitalization of communication and PR at Nokia Corporation Head Office in my role as Managing Editor and Team Leader. Before Nokia I worked for Finnish design and education as Head of Communication at the University of Art and Design (today University Aalto Arts).

## EDUCATION

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Ph.D. University of Helsinki, 2014

<http://urn.fi/URN:ISBN:978-952-10-9779-9>

**National Defence Forces Course 228, University of Defence Forces 2019**

**Cyber Threats Masterclass, United Nations Interregional Crime and Justice Research Institute 2016**

Approved Board Member **HHJ -diplom**, Chamber of Commerce 2009

Language skills, Finnish (5) English (business competency 4), French (3), Swedish (3)

## CAREER

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**Professor of Practice**, Faculty of Marketing and Communications, University of Vaasa 2023-

**Entrepreneur, Senior Advisor for Reputation and Trust Analytics Ltd, 2022-**

**CEO, ProCom – Finnish Association of Communication Professionals and ProCom Ltd, 2005-2022**

Spokesperson of appr. 3000 Finnish communicators in society and abroad; creator of further education portfolio, code of ethics, research, publications, recruiting services etc.

**Covering Prof. Marita Voss (teaching communication), University of Jyväskylä 2016**

**Managing Editor, Nokia Corporation 2000-2005**

Nokia's printed and online publications portfolio management and development (Nokia People, Nokia News Service). Heading the team of "brand-journalists"

**Head of Communications, University of Art and Design (currently University of Aalto Arts) 1988-2000**

**Production Manager, Promotiva Luminet Ltd** (on leave from univ. 1996-1997)

Technology start-up founding member

**Communication officer and editor, Finnish Association of Museums, 1985–1988**

**Free lance journalist & project secretary for Artist of the year, various places 1981–1985**

#### AWARDS (see more in LinkedIn)

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- ProCom's Lifetime Achievement Award (communication) 2022
- International Public Relations Association's (IPRA) Golden World Award 2012 for the book "Vuosisata suhdetoimintaa" (toim. von Herten, Melgin, Åberg)
- 9 other awards for books and annual reports edited by me

#### POSITIONS OF TRUST (see more in LinkedIn)

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- Member of the Board, Finnish Association of Science Editors and Journalists, 2026-
- Member of the Board, Hedman's Stiftelse, Vaasa 2025-
- Member of the Board, Global Alliance for Public Relations and Communication Management, 2010–2013 ([www.globalalliancepr.org](http://www.globalalliancepr.org))
- Founding board member, Communication Ethics Council (VEN), 2015-2017; deputy board member 2020-2021
- Member of Communication council, Finnish War veterans, 2016-2019
- Member of the Jury COMM PRIX Awards, 2013-2014; member of jury MTL:n competition 2011, 2012, 2014; also Manifesto's Best political blog 2015
- Member of the Steering Group, Expo 2000-World Exhibition in Hanover. Finnpro 1997–2000
- Member of the board, Nuorsuomalaiset, 1995–1996

#### PUBLICATIONS (see more in ResearchGate and LinkedIn)

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- Chiara Valentini & Elina Melgin 2026 (coming soon): Personal Relationships in the Nordics: Finnish Leaders' Social Capital Practices and Their Strategic Communication Value. International Journal of Strategic Communication special issue.
- Elina Melgin, 2022: Profeetaksi omalle maalleen. Alvar Aallon julkisuustyö 1920-30 -luvun Suomessa. Ennen ja Nyt. Historian tietosanomat 3/2022.
- Elina Melgin, 2022: The Thin Essence of Public Diplomacy Concept in Communication and PR in Finland. Prologi 1/2022.
- Aki-Mauri Huhtinen & Elina Melgin (ed), 2020 *Hallitsematon viestintä* ProComma Academic, ProCom, Helsinki
- Elina Melgin, 2018: Kultakauden muotoilu, modernismin idea ja maapropaganda,

Ennen ja Nyt 3/2018 (ed. Virpi Kivioja), Turun yliopisto

- Elina Melgin & Hannu Nieminen (ed), 2018 *Diplomaattinen viestintä* ProComma Academic, ProCom, Helsinki
- Elina Melgin, Vilma Luoma-aho, Minea Hara, Jari Melgin, 2018: "Nordic Approach to Investor Relations", in *Handbook of Investor Relations and Financial Communications*, by Alexander V. Laskin (ed.), Quinnipiac University, USA, Publisher: Wiley 2018. (jufo 3)
- Melgin, E, 2016, "Tiedottajien ammattikunnan synty Suomessa", 61-73, Historiallinen aikakauskirja 1/2016. Suomen Historiallinen Seura ja Historian Ystävien Liitto. (jufo 2)
- Melgin E, 2015, "Finland" p. 19-31 in Watson, Tom (ed). *Western European Perspectives on the Development of Public Relations. Other Voices*. UK: Palgrave MacMillan.
- Melgin, E, 2015, "Tiedottajan ammattikuvan synty ja maakuvaviestintä", 154-184, Kivioja, Kleemola, Clerc (toim.) *Sotapropagandasta brändäämiseen*, Turun yliopisto, Poliittisen historian julkaisuja 5: Docendo
- Melgin, E, 2015, "Voiko vaikuttajaviestinnällä edistää yleistä hyväksyntää? Tapaus Guggenheim Helsinki", ProComma Academic 1/2015.