



Press release

Stig Wahlström Oy appoints Kari Heinilä as CEO to strengthen customer focus and lead the company towards profitable growth

Stig Wahlström Oy (SWOY), a Finnish expert company in technical wholesale specializing in measurement and control technology, has appointed Kari Heinilä as its new Chief Executive Officer, effective August 1, 2025.

Founded in 1970, SWOY serves more than 2,000 customers annually in industry, municipalities, equipment manufacturing, and building automation. The company employs 30 professionals across four locations in Finland and is part of the international Adtech Group.

Mission

The mission of Stig Wahlström Oy and its experts is to ensure an outstanding customer experience time after time. “When we do things right – meaning delivering quality on time – we create a sustainable foundation for profitable business growth in the years to come,” says the company’s new CEO, Kari Heinilä.

Heinilä emphasizes the importance of customer experience and is eager to hear customers’ views on how to further develop the business. “I greatly value feedback – both praise and constructive criticism. Through transparent and constructive collaboration, we can continuously improve our operations and develop smoother ways of working together,” he continues.



Throughout his career, Heinilä has led both direct reports and global matrix organizations. “With long-term, systematic, and transparent teamwork, the best and most sustainable results can be achieved. Respect for people and for agreed rules is a must. I am committed to ensure, that our employees have the opportunity to grow in their roles by providing support, training, and career opportunities. Satisfied employees will, in turn, take excellent care of our customers,” Heinilä summarizes.

Background on Kari Heinilä

Heinilä brings nearly 30 years of experience in demanding roles within industrial process automation, ranging from site operations to senior executive positions. He has held leadership roles in projects, procurement, and sales at Valmet, Metso, and Endress+Hauser, and has served as CEO of Hyxo Oy and EC Electro Center Oy. His broad experience, spanning both large international corporations and SME leadership, provides him with excellent capabilities to lead Stig Wahlström Oy into its next phase of growth.

About Stig Wahlström Oy

Stig Wahlström Oy (SWOY) is a Finnish expert company in technical wholesale, offering a wide range of high-quality measurement and control technology products as well as tailored solutions for industry, municipalities, and building automation. The company serves more than 2,000 customers annually and its portfolio covers over 9,000 product items from nearly 100 principals.

Its services include complete solutions, commissioning and maintenance, lifecycle services, training, logistics, as well as special coatings and fire protection. SWOY is part of the international Addtech Group, which consists of 150 companies employing around 4,000 professionals worldwide.

Contact

Stig Wahlström Oy

CEO Kari Heinilä

kari.heinila@swoy.fi | +358 50 527 1676 |

[LinkedIn](#) | www.swoy.fi