

Sari Lounasmeri

Sari Lounasmeri is the Chief Executive Officer of Finnish Foundation for Share Promotion (Pörssisäätiö).

Sari leads the foundation with aim to promote retail investment in securities by organizing trainings and events, publishing guides and driving for legislation that is favourable for individual investors.

Sari is one of the experts representing financial services users at ESMA Stakeholder Group and EU Commission's Financial Services User Group (FSUG). She also represents individual investors at national working groups in Finland such as Revision of the Company Act (Ministry of Justice 2024-2025) and Financial Sector Growth Strategy (Ministry of Finance 2024-2025).



Sari graduated from Helsinki School of Economics (M.Sc.) in 2000 and holds an MBA from University of South Carolina. She has been the CEO of the Finnish Foundation for Share Promotion starting 2010. Previously she worked at a multinational IT company (2000-2003), and at a university as a Researcher (2003-2009) and was a Board Member of Shareholders' Association in Finland (2004-2010, Vice-Chair 2008-2010) as well as the Chief Editor of Shareholders' membership magazine Viisas Raha (2007-2010).

She is currently a Chair of the Board of the Mortgage Society of Finland (2014-), a member of the Takeover Board in Finland (2009-) and a vice-member of the National Advisory Board for Financial Literacy (2023-2027).