



Mika Heinonen appointed new executive director for American Football Association of Finland

Mika Heinonen has been appointed the new Executive Director of the American Football Association of Finland. Heinonen will take up his position on March 15, 2021.

Mika Heinonen has a long career in sports management in his previous position at Badminton Finland. During his more than 30-year career, badminton grew into an international Olympic sport and the sport's position and prestige in Finland improved significantly. Now Heinonen is taking on a new challenge in realizing a new growth leap for American football.

Heinonen is excited about his role with growing sport:

"It is awesome to get involved in the wonderful community of American football in Finland. I have received a positive first impression of the sport and I look forward to getting to know our skilled staff, network of volunteers and the teams around the country."

Roope Noronen, President of SAJL, is pleased with the fast success of the recruitment process:

"There was a pleasing amount of interest in the position of executive director of our sports association. We received a number of good applications and candidates, which we evaluated and ranked before the selection."

"We looked at Mika Heinonen's background and expertise to fit our goals very well. I believe that he will bring additional insight and experience into our operations and help the sport to grow even bigger in Finland", Noronen continues.

More information:

Roope Noronen
SAJL ry, chairman
+358 40 732 1469

Mika Heinonen
SAJL ry, executive director (15th March)
+358 40 526 9949