



---

## **AINO BERGIUS IS THE NEW CEO OF SLUSH – “TECH BUILT TODAY DEFINES WHAT THE FUTURE LOOKS LIKE”**

**HELSINKI, January 29, 2024 – Aino Bergius takes over as Slush’s new CEO, succeeding Eerika Savolainen after two years. Bergius has an impressive 10-year career at Slush, having first time volunteered in 2014. Now, as CEO, her focus is on making Slush the top choice for early-stage founders by addressing the evolving needs of the European tech ecosystem.**

**Aino Bergius, 25, is the new CEO of Slush. Slush is the world’s leading startup event, bringing over 13,000 attendees to Helsinki. In her role, Bergius will lead an organization of 1,600 volunteers and 50 full-time team members.**

Bergius steps into her role during a challenging time for the European startup ecosystem. Europe is facing the same downward trend in funding and there has been a consistent reduction in global private tech investment not only in Europe but also in the US and China.

“In tough economic times, Slush becomes more important than ever. We must dynamically respond to the European tech ecosystem’s needs, in order to help founders who are tirelessly building world-changing companies,” Bergius says.

Attracting more capital funds to invest in European tech is vital given the current economic situation. In 2024, Slush will see a record-breaking number of investors coming to Helsinki, making it the largest gathering of venture capital in the world.

“Beyond linking startups with VC investors, adding limited partners into the equations is essential. LPs directly influence venture capital availability – a pivotal bottleneck in the growth journey of startups,” Bergius continues.

### **From Volunteer to CEO**

In 2014, Bergius volunteered at Slush for the first time as a high schooler. Already back then, and still ten years later, she is convinced that entrepreneurship is the fastest way to change the world.

“In today’s world, it’s increasingly possible to build a company with global impact within a timeframe shorter than the length of an average career. As a result, Slush stands as a strong testament to the belief that no dream is too big when it comes to changing the world,” says Bergius.

As for her dream, seeing a world with a more diverse generation of founders is what keeps her believing in why Slush matters. “People solve the problems they face themselves, so the more diverse group of founders we have, the broader the range of challenges we’ll tackle.” Bergius says.

“After all, the tech built today defines what the future looks like.”



Slush is a not-for-profit organization led by students and recent graduates on a mission to help and create founders to change the world. Slush is owned by the Startup Foundation.

### **Aino Bergius**

- 25 years old, born in 1999 in Helsinki
- Slush volunteer (2014-2017), Strategic Partnership Manager (2020-2021), COO (2022), COO&CFO (2023), and CEO (2024-)
- Master's degree in Economics and Business Administration (M.Sc.) with a major in Information & Service Management from Aalto University, graduated in 2023
- European silver medalist and two-time national champion in cheerleading

### **Slush**

- Slush 2024 will take place on November 20–21 at Messukeskus in Helsinki, Finland.
- Slush is the world's leading startup event, bringing over 13,000 attendees to Helsinki, including over 5,500 startup entrepreneurs and operators, as well as over 3,300 investors.
- The new CEO, Aino Bergius, will be supported by **Elin Dölker**, the new President overseeing core audiences and people operations
- <https://slush.org/>

### **Slush'D**

- In 2024, alongside the main event in Helsinki, Slush is supporting about 20 teams globally in organizing local Slush'D events for startups.
- Slush'D events in 2024 will take place in cities like Kuala Lumpur, Mandal, Windhoek, Aarhus, Busan, Tunis, Bangalore, Bolzano, Heilbronn, and New Delhi.
- <https://slush.org/slushd/>

### **Node by Slush**

- Node by Slush is a free and year-round online community for startup founders. It includes monthly mentoring sessions with successful founders, office hours with top investors, and one-on-one meetings with leading European VCs.
- <https://node.slush.org/>

### **Contact**

#### **Aino Bergius**

CEO, Slush

[aino.bergius@slush.org](mailto:aino.bergius@slush.org)

#### **Hilla Uotila**

Communications, Slush

[hilla.uotila@slush.org](mailto:hilla.uotila@slush.org)

### **Media Kit**

### **Slush Logos**