



Finlandia
Foundation
National

Lecturer of the Year 2025 Eero Kilpi

Eero Kilpi is a Finnish native with over 26 years of experience in New York, combining expertise in business, cultural promotion, and innovation. Holding a PhD in Business Administration from Aalto University, his career includes leadership in private equity, international trade, and marketing management, with a strong focus on fostering meaningful connections between Finland and the world.

A founding member and former President of the North American Sauna Society, Eero has championed the Finnish sauna tradition for over two decades, bringing its wellness and cultural significance to prominence across North America. His work has been featured in *The New York Times* and *Forbes*, and he currently co-hosts *The Upper Bench* podcast, exploring sauna culture in-depth.



Eero serves as President of the Finlandia Foundation New York Metropolitan Chapter, leading efforts to celebrate and preserve Finnish heritage in the U.S.

His lecture, "**Sauna Lost in Translation: Restoring Finnishness to a Global Tradition,**" explores the history of global bathing cultures, from Lakota sweat lodges to Japanese onsen. Eero delves into how Finnish traditions can reclaim their central role in sauna culture in the United States, offering a thought-provoking journey through the past and future of this cherished practice.

For more about Eero: tinyurl.com/eerokilpi

For information about FFN: FinlandiaFoundation.org