

# Marcus Wiberg

Head of Product at Matmatch

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## Summary

Data-driven and evidence-based entrepreneur currently based in Munich, Germany. I have launched several startups, raised millions in funding and collaborated with investors, scientists, engineers, and designers to build innovative products and startups.

Design is how it works, I care deeply about beautiful interfaces and intuitive user experiences.

We are hiring:

- Senior UI / UX Designer
- Junior Product Manager

Acknowledgments:

- Raised 2M+ USD in funding with my startups (my first company was acquired at the age of 15)
- 8 years of experience in product management.
- 10+ years of experience running businesses in Sweden, Poland and the USA (b2b & b2c)
- Built 100+ prototypes, 15+ e-commerce sites, payment solutions, sync with accounting software etc.
- Participated in courses by leaders from Facebook, LinkedIn, Spotify, SoundCloud, and Dropbox.
- Collaborated with Victorias Secret model Kelly Gale for the promotion of Socialmist (<https://vimeo.com/157730641>)
- Collaboration with Kygo, Laidback Luke and Joachim Garraud for the promotion of Socialmist (<https://vimeo.com/153559591>)

Interests/passions:

Startups, Leadership, Strategy, Lean Startup Methodology, Validated Learning, Lean Analytics, Prototyping, Complexion Reduction, Agile Product Management & Development, Data-Driven & Evidence-Based Decision Making, UI, and UX. I'm also quite well at hacking passwords and exposing vulnerabilities on Windows-based computers. I spent 4 years researching network and security during high school and successfully took ownership of multiple school networks in Sweden.

Contact information:

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Personal: [at.mw.xx@gmail.com](mailto:at.mw.xx@gmail.com)

Web: <https://bymw.github.io/>

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## Experience

### Head of Product at Matmatch

March 2018 - Present

Introducing a brand new experience for an outdated trillion dollar industry. Matmatch helps you find, evaluate and source the best materials for your projects.

- 100k monthly active users (launched August 2017)

#### Responsibilities

- Set the long-term vision and strategy for our internal and external products.
- Communicate strategy to all of the relevant participants and stakeholders.
- Establish shared vision across the company by building consensus on priorities leading to product execution.
- Drive product development with a team of world-class engineers, designers, researchers and material scientists.
- Collaborate with the departments to develop strategy, vision, execution, design, and usability.
- Lead and collaborate on all business readiness activities including end-user training, product testing, rollout, iteration, and support.
- Maximize efficiency in a constantly evolving environment where the process is fluid and creative solutions are the norm.
- Identify user pain points and create digital solutions to improve customer experience.
- Distill the features down to what is desirable, viable and feasible.
- Foster a culture of evidence and data-driven decision making.
- Communicate progress to stakeholders including C-level management.

#### Promotions:

- Matmatch for Suppliers <https://vimeo.com/247977443>
- What is Matmatch? <https://vimeo.com/247285163>

### Senior Product Manager at Matmatch

October 2017 - March 2018 (6 months)

Matmatch helps you find, evaluate and source the best materials for your projects.

I ran my own startups for 10+ years before joining Matmatch, so joining a startup was a necessity from my side. I was offered to join Matmatch at an early phase and collaborate with exceptional people from all over the world. Besides working for a well-funded startup with exceptional talents we are introducing a brand new experience for an outdated trillion dollar industry.

- Lead the ideation, technical development, and launch of innovative products.
- Establish shared vision across the company by building consensus on priorities leading to product execution.
- Drive product development with a team of world-class engineers and designers.
- Maximize efficiency in a constantly evolving environment where the process is fluid and creative solutions are the norm.
- Identify user pain points and create digital solutions to improve customer experience.
- Distill the features down to what is desirable, viable and feasible.
- Define and analyze metrics that inform the success of products.
- Communicate progress to stakeholders including C-level management.

Promotions:

- Matmatch for Suppliers <https://vimeo.com/247977443>
- What is Matmatch? <https://vimeo.com/247285163>

## Founder | CEO

January 2016 - September 2017 (1 year 9 months)

I started MW Ventures to collaborate with entrepreneurs, designers, and engineers instead of starting another startup. I closed the company and relocated to Munich, Germany for a Senior Product Manager position at Matmatch.

I have been fortunate to work with many talented engineers, designers, entrepreneurs, strategists, and investors from all over the world. With this powerful network of talented people, I created MW Ventures. We combine modern technology with an elegant and functional design to ship innovative experiences.

- Managed the software development (iOS, Android, Web and Backend projects)
- Designed user interfaces and user experiences.
- Managed the product line life cycle from strategic planning to tactical activities.
- Ensured legal and regulatory compliance regarding all financial functions.

## Founder | CTO | Head of Products

December 2015 - May 2017 (1 year 6 months)

The owners of Socialmist voted to take out the core of our product and rebrand the company to Whe. I decided to help Whe to rebrand and supported the company through this process. Whe is

based on the core of Socialmist, which allows people to edit videos, apply effects, filters and add free music from SoundCloud.

Unmute your videos with Whe! Powered by SoundCloud.

- Based on the core of Socialmist.
- Managed the software development (iOS and Android)
- Designed the user interface and user experience (credit to Toto Castiglione and Gustav Ågren)

iPhone app: <https://itunes.apple.com/se/app/whe!-unmute-your-videos!/id1125954062?l=en&mt=8>

## Founder | CEO | Head of Products

September 2015 - May 2017 (1 year 9 months)

I founded Switchplace with my designer friend Gustav Ågren. We wanted to simplify and modernize the apartment swapping market in Sweden. We launched Switchplace as a hobby project on the side of our full-time positions. Switchplace received 2000 apartment registrations in Sweden and delivered an extraordinary experience based on Tinder. Switchplace was canceled due to poor market response but was a great journey for me and Gustav Ågren. Without funding, I put together a team of creatives to build our MVPs with stock options and we quickly launched three products for iOS, Android and the web within 4 months.

Users signed up with Facebook and we managed customer support via Facebook Messenger. We aimed for the most simple and intuitive experience we could come up and we received many good reviews and messages from users. Our native applications received many updates along the way and it was a good experience. Our team was based in Gothenburg, Sweden, Marbella, Spain and myself in Krakow, Poland.

Switchplace is a Tinder for apartment swapping. We want to make it simple, fun and free to swap apartment in Sweden.

- Collaborated with designers to build our user interfaces for iOS, Android, and the Web.
- Managed the software development (iOS, Android, Web and Backend projects)
- Collaborated with Swedish creatives for Switchplace promotions. (<https://vimeo.com/159331640> & <https://vimeo.com/159331637>)

## Apps:

- iPhone app: <https://itunes.apple.com/se/app/switchplace-gratis-lagenhetsbyten/id1048915705?mt=8>
- Android app: <https://play.google.com/store/apps/details?id=se.switchplace.app>

#### Demos:

- The official release of Switchplace <https://vimeo.com/153559746>

#### Founder | CEO | Head of Products at Socialmist

September 2010 - December 2016 (6 years 4 months)

Socialmist is a social network that lets you express yourself with the music you love. Capture videos, search through millions of tracks, apply music, edit, and share among your social networks. The music on Socialmist is powered by SoundCloud.

The owners of Socialmist voted to rebrand the company with the core of our product. I left the company as CEO to focus on Switchplace, Airify and MW Ventures and supported the company through the rebranding process and lead the company as CTO.

- I founded Socialmist and spent years building our products, raising funding from international investors and built our organization in Sweden and Poland.
- Raised 16 000 000 SEK (~ 1.9M USD) in funding by investors.
- Registered businesses in the USA, Poland, and Sweden.
- Top 10 on the App Store in Sweden with 25 000 registered users and 380k views on videos and photos.
- Developed pitch decks, financial business plans, forecasts and secure new funding.
- Managed the software development (iOS, Android, Web and Backend projects)
- Managed the entire product line life cycle from strategic planning to tactical activities.
- Collaborated with designers to build our UI/UX for iOS, Android, and the Web.
- 15 full-time employees in Poland, Sweden, and England.
- Collaborated with employees and freelancers from all over the world (India, Italy, Ecuador, USA, Poland, England, Sweden, Netherlands, Macedonia, Brazil, and Canada.)
- Registered Socialmist ® trademark in 29 Countries. (USA, EU, Asia)

#### Promotions:

- Collaborated with Victorias Secret model Kelly Gale for the promotion of Socialmist. <https://vimeo.com/157730641>
- Collaborated with Kygo, Laidback Luke, Teddybears and Joachim Garraud for the promotion of Socialmist <https://vimeo.com/153559591>

#### Demos:

- Alpha version of Socialmist <https://vimeo.com/154407661>
- The official release of Socialmist <https://vimeo.com/155645120>

#### Founder | CEO

September 2015 - September 2016 (1 year 1 month)

Indoor air pollution has been overlooked. Airify is a consumer product designed to analyze indoor air quality and help our customers to understand and improve the air quality.

Indoor air quality has become an important health and safety concern. Unfortunately, despite the very real impacts air pollution has on our everyday lives, it often goes unnoticed because it is largely invisible.

We spend about 90% of our time indoors, and yet the indoor air is 2-5 times more polluted than outdoor air. Unborn and young children are particularly susceptible to air pollution. The developing heart, lung, brain, hormone systems, and immunity can all be harmed by pollution. Air pollution has been linked to cancer, asthma, stroke and heart disease, diabetes, obesity, and changes linked to dementia.

Airify was canceled due to lack of experience to make Airify a reality and lack of time to spend on the project. Hardware startups are much harder than software startups, but I had a lot of fun moving forward and I had the opportunity to collaborate with interesting companies such as Atmotube (<https://atmotube.com>) I was very excited to work on Airify as it was going to identify a big problem we experience every day in our homes, but the strong competition from the Asian markets made it difficult for me to keep up while running other startups simultaneously.

- Designed the user interface and user experience.
- Built a prototype that analyzed CO, CO2, NO2, VOCs, PM2.5, PM10, temperature and humidity.
- Extensive research about air, health, environment, hardware manufacturing, prototyping, sensors etc

The prototype of the iOS app: [https://invis.io/U7A93DF2X#/140706126\\_Home](https://invis.io/U7A93DF2X#/140706126_Home)

Hardware prototype: <https://www.instagram.com/p/BFLw5U5SGkN/> (video)

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## Education

AAE - California, USA

Diploma, 2008 - 2009

Sjölin's Gymnasium - Gothenburg, Sweden

Diploma, Economics, 2009 - 2011

Kunskapsgymnasiet - Gothenburg, Sweden

Diploma, Media, 2007 - 2008

Kullaviksskolan - Kullavik, Sweden

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[Contact Marcus on LinkedIn](#)