



MARCUS WIBERG

ENTREPRENEUR

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PROFILE



Hi! I'm Marcus Wiberg, a creative product enthusiast based in Berlin.

A positive, curious and fearless product enthusiast with a rock-solid belief that enthusiasm for what we do play an important part in our success. I quickly grasp complexities, interact easily with people and turn problems into solutions.

COURSES

GOOGLE ANALYTICS (ADVANCED)

Issued by Google. Expires Dec 2020

GOOGLE ANALYTICS (POWER USER)

Issued by Google. Expires Dec 2020

PRODUCT STRATEGY & VISION

Issued by Roman Pichler

REFERENCES

MELISSA ALBECK

CEO at Matmatch GmbH

Mail: melissa.albeck@matmatch.com

GANDOLF FINKE

MD at Fosanis GmbH

Mail: finke@fosanis.de

LANGUAGES

NATIVE ENGLISH | NATIVE SWEDISH

EXPERIENCE

2019 - Present

HEAD OF PRODUCT **FOSANIS GMBH**

I lead the product team (engineering, research and design) at Fosanis. Driven by the vision to improve well-being and therapy outcomes of cancer patients.

2018 - 2019

HEAD OF PRODUCT **SNAPSOUND (WHE AB)**

Swedish startup based in Stockholm, Sweden. I designed the prototypes and final MVPs, hired engineers and led the product team from ideation to launch.

2018 - 2019

HEAD OF PRODUCT **MATMATCH GMBH**

I led the product team (UX research & Design) and acted as product manager working daily with the customers, product management, strategy and vision.

2017 - 2018

SENIOR PRODUCT MANAGER **MATMATCH GMBH**

Matmatch helps you find, evaluate and source the best materials for your projects. I took over from BCG Digital Ventures and I managed our internal & external products.

2010 - 2017

FOUNDER & CEO **SOCIALMIST AB**

Socialmist is a social network that lets you express yourself with the music you love. I raised over \$2M and employed 20+ people in Sweden, Poland and England.

2015 - 2017

FOUNDER & CEO **SWITCHPLACE SVERIGE AB**

Company founded in collaboration with an marketing agency to simplify and modernize the apartment swapping market. Switchplace was launched on iOS, Android and web.

BOARD SEATS

2018 - 2020

ADVISORY BOARD MEMBER **SNAPSOUND**

Swedish startup based in Stockholm, Sweden. I advise the company on product strategy.

PRO SKILLS

Prototyping	●●●●●●●●●●	Startups	●●●●●●●●●●
Customer Centric	●●●●●●●●●●	Leadership	●●●●●●●●●●
Product Management	●●●●●●●●●●	Entrepreneurship	●●●●●●●●●●
Agile Methodologies	●●●●●●●●●●	Product Strategy	●●●●●●●●●●
Product Development	●●●●●●●●●●	UI & UX Design	●●●●●●●●●●