



MARCUS WIBERG

PRODUCT LEADER

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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.

CERTIFICATIONS

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

Phone: 0123-654-987

Mail: melissa.albeck@matmatch.com

GANFOLF FINKE

CEO at Fosanis GmbH

Phone: 0123-654-789

Mail: finke@fosanis.de

LANGUAGES

NATIVE ENGLISH | NATIVE SWEDISH

EMPLOYMENT

2019 - Present

HEAD OF PRODUCT **FOSANIS**

I lead the product team at Fosanis. We develop a cancer therapy assistant to ease the life of diagnosed cancer patients. Our products are available on iOS and Android.

2018 - 2019

HEAD OF PRODUCT **SNAPSOUND**

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**

Matmatch helps you find, evaluate and source the best materials for your projects. I led the product team behind Matmatch.

2017 - 2018

SENIOR PRODUCT MANAGER **MATMATCH**

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**

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**

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

BOARD SEATS

2018 - Present

ADVISORY BOARD MEMBER **SNAPSOUND**

Swedish startup based in Stockholm, Sweden.

I advise the company on product strategy, development and user research.

PRO SKILLS

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