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Summary

Creative entrepreneur currently based in Munich, Germany.

Since starting my first online business at the age of 14, I have launched several startups, raised millions in funding and collaborated with investors, researchers, scientists, engineers, and designers to build innovative products and startups. https://bymw.github.io/

Design is how it works. I care deeply about beautiful interfaces and intuitive user experiences. I've also worked with many different types of companies, from startups to larger corporate firms, both locally and internationally.

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, building products from scratch.

▸ 10+ years of experience running businesses in Sweden, Poland, and the USA.

▸ Built 100+ prototypes, 15+ e-commerce sites, payment solutions, sync with accounting software and ERP infrastructures.

▸ Participated in courses by leaders from Facebook, LinkedIn, Spotify, SoundCloud, and Dropbox.

▸ Collaborated with Victoria's 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

Video resources
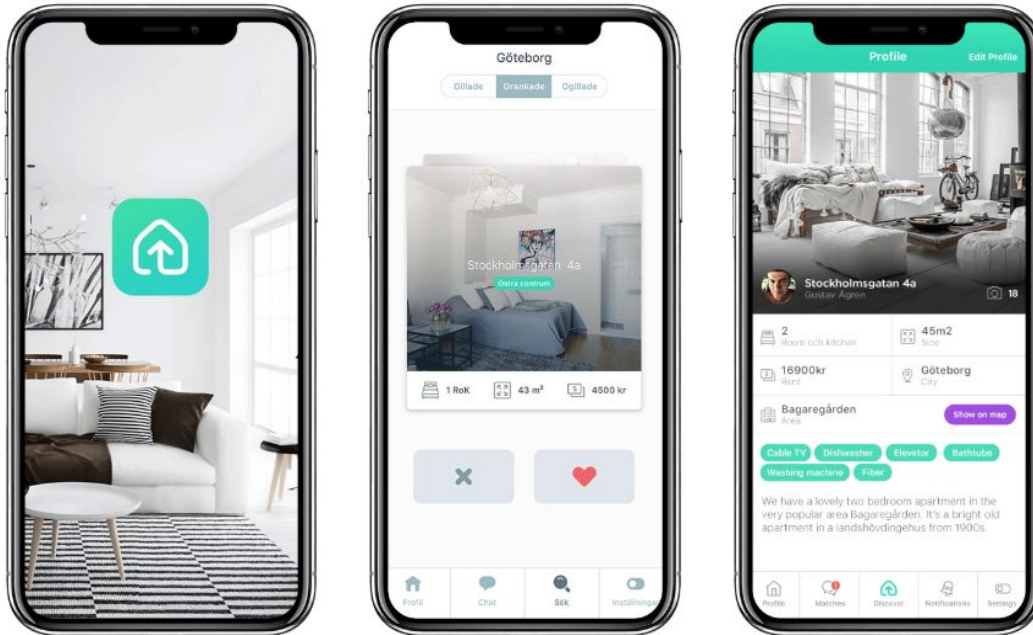
[Visit my website to review more assets](#)

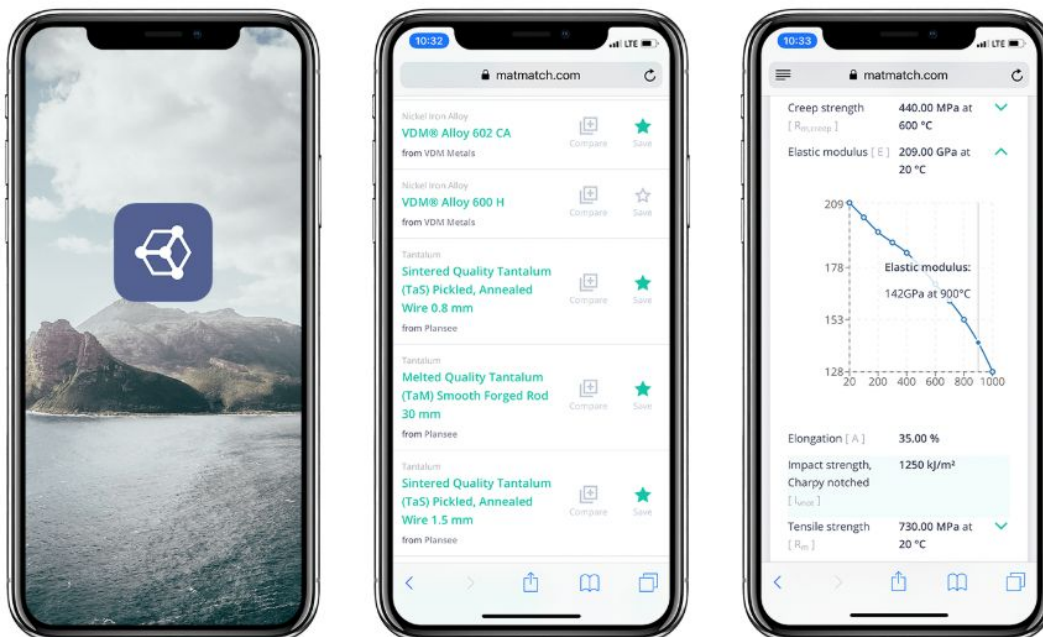## Image resources

[Visit my website to review more assets](#)

Switchplace

Tinder for apartment swapping

Matmatch

Discover, compare and evaluate over 82,000 materials

Experience

Head of Product at Matmatch Gmbh
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Introducing a brand new experience for an outdated trillion dollar industry.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 cross-functionally 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.
‣ Define and analyze metrics that inform the success of products.
‣ Communicate progress to stakeholders including C-level management.
‣ Be able to say "No," but explain why in terms that stakeholders understand.
‣ Be a ruthless prioritizer while balancing the needs of customers, users, and stakeholders.
‣ Understand Matmatch's strategic and competitive position and deliver products that are recognized best in the industry.

Senior Product Manager at Matmatch GmbH
October 2018 - March 2018

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.

Responsibilities
▸ 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.
▸ Be able to say "No," but explain why in terms that stakeholders understand
▸ Be a ruthless prioritizer while balancing the needs of customers, users, and stakeholders.
▸ Integrate usability studies, research, and market analysis into product requirements to enhance user satisfaction.

Founder & CEO at MW Ventures
January 2016 - September 2017

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.

Responsibilities
‣ Communication directly with clients, mostly entrepreneurs.
‣ Managed the software development (iOS, Android, Web and Backend projects)
‣ Designed user interfaces and user experiences.
‣ Designed prototypes using Invision for early startups.
‣ Managed the product line life cycle from strategic planning to tactical activities.
‣ Ensured legal and regulatory compliance regarding all financial functions.

Founder & CTO at Whe AB
January 2016 - September 2017

The owners of Socialmist voted to take out the core of our product, relocate and rebrand the company to Whe. I supported Whe to rebrand and migrated the company from Poland back to Stockholm, Sweden. 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.

Responsibilities
‣ Based on the core of Socialmist.
‣ Managed the software development (iOS and Android)
‣ Designed the user interface and user experience

Founder & CEO at Switchplace Sverige AB
September 2015 - May 2017

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.

Responsibilities
▸ Collaborated with designers to build our user interfaces for iOS, Android, and the Web.
▸ Attracted engineers, designers, marketing agencies to join the company based on stock options.
▸ Launched three MVPs in three months. (iOS, Android, and 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)

Founder & CEO at Socialmist AB, Socialmist Inc & Socialmist sp zoo
September 2010 - December 2016

I founded Socialmist to connect the music industry with social media. One of the first startups in the world to integrate free music directly into a social network. Socialmist brought me on a journey all over the world and gave me access to funding for building several products targeting the millennial generation.

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 my other startups and supported the company through the rebranding process as CTO.

Responsibilities
‣ 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)

Founder & CEO at Airify
September 2015 - September 2016

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](). I was very excited to work on Airify as it was going to identify a big obstacle 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.

Responsibilities
‣ Designed the user interface and user experience.
‣ Built a prototype that analyzed CO, CO_2, NO_2, VOCs, PM2.5, PM10, temperature and humidity.
‣ Extensive research about air quality, human health, environment, hardware manufacturing, prototyping, regulations, certifications, and sensors.
‣ Hardware prototype: https://vimeo.com/285249800

Founder & CEO at Roseville
October 2008 - August 2011

According to Aristotle "Pleasure in the job puts perfection in the work". Roseville strives to exceed this definition of perfection today, and we are sure you will agree. Roseville was a clothing brand aimed to challenge Polo Ralph Lauren. I worked with several factories in Pakistan, Bangladesh, China and Turkey to manufacture the collections for men and woman for the Swedish market. I started working with designers in Sweden to design our embroideries and models of our polo shirts, then established specifications for the clothing factories for samples to review which factories to partner with. It was a challenge to build a clothing company from scratch and deliver quality competing with large well-established luxury brands.

Founder & CEO at Ice
May 2009 - September 2009

Ice was a ice cream store along with a popular bike route on the west coast in Sweden. Our ice cream was 100% natural and came from Sia glass in Sweden. It was more profitable to invest my funds from previous projects into this store and run Ice as a summer job rather than applying for a basic summer job elsewhere. The downside of this experiment was to spend the entire summer indoors selling ice cream.

Founder & CEO at Scootertuning
August 2005 - November 2006

Scootertuning was my first e-commerce company, we imported scooter parts from Germany and distributed the products in Sweden. Our most popular product was responsible for 90% of our sales. I managed to negotiate a good deal with a German speaker manufacturer for a speaker that was custom made for most popular scooter models in Sweden. This speaker was placed in the helmet storage and connected to the battery. Audio came via AUX and while streaming music the speakers neon lights were beating to the music.

Certifications

‣ Google Analytics for beginners (Google) [See certificate](#)

‣ Advanced Google Analytics (Google) [See certificate](#)

‣ Google Analytics for Power Users (Google) [See certificate](#)

Courses

‣ Product Strategy & Product Roadmaps (By Roman Pichler)

‣ Economics for CEO & Board of directors (By Executive People)

‣ Board of Directors (By Executive People)

‣ Product Management (By Cole Mercer Senior Product Manager at SoundCloud)

‣ Advanced Customer Acquisition (By Neil Patel at Crazy Egg & Kissmetrics)

‣ Product Management (By Tiffany Dockery Product Owner at Spotify)

‣ Data Analytics / Funnel Optimization (By Sean Johnson Partner at Founder Equity)

‣ Minimum Viable Products (By Evan Kimbrell)

Previous mentors

‣ Simon Heinz (Matmatch) [Linkedin](#)

‣ Björn Höglund (Socialmist AB, Socialmist inc & Socialmist sp zoo) [Linkedin](#)

Languages

‣ English - Native

‣ Swedish - Native

Books of relevance

‣ The lean startup (Eric Ries)

‣ Strategize: Product Strategy and Product Roadmap (Roman Pichler)

‣ Inspired: How To Create Products Customers Love (Marty Cagan)

‣ Measure what matters (John Doerr)

‣ Build better products by (Laura Klein)

‣ Lean analytics (Alistair Croll and Benjamin Yoskovitz)

‣ Start with why by (Simon Sinek)

‣ Leaders eat last by (Simon Sinek)

‣ Leadership (Percy Barnevik)

Education

‣ High school - AAE - California, USA

‣ High school - Economics - Sjölins Gymnasium - Gothenburg, Sweden

‣ High school - Media - Kunskapsgymnasiet - Gothenburg, Sweden

‣ Primary School - Kullaviksskolan - Kullavik, Sweden