


Marcus Wiberg

Berlin, Berlin, Germany

 [linkedin.com/in/marcuswiberg](https://www.linkedin.com/in/marcuswiberg)

 hi@marcuswiberg.com

Summary

I'm a Swedish/American serial entrepreneur with a passion for solving exciting problems with unique and intuitive experiences where the customer is in the front seat.

I have built platforms used by millions of people, supported cancer patients with therapy through medical products, and raised millions in funding for startups.

Experience



Founder | Product

MW Ventures

Sep 2010 - Present (9 years 11 months +)

Supporting startups with product development and strategy.



Senior Product Owner

LivingPackets

Oct 2019 - 2019 (3 months)

Sustainable and convenient packaging for the e-commerce industry.

Demo: <https://vimeo.com/375857637>

I led product management related efforts and introduced software development processes.

CES 2020 Innovation Awards Honoree and Green Alley Award 2019.

Platforms: iOS, Android, Web, and Embedded software.



Head of Product

Mika

Jun 2019 - 2019 (7 months)

Driven by the vision to improve the well-being and therapy outcomes of cancer patients. In cooperation with the Charité, the University Hospital Leipzig and the NCT Heidelberg (National Center for Tumor Diseases)

Funded by <https://ananda.vc/>

I led engineering, research, content, and product management efforts.

Partnerships and collaborations with pharmaceuticals and insurance companies.

Platforms: iOS, Android, and Web.



Founder | Product

SnapSound - Powered by SoundCloud

Dec 2018 - 2019 (1 year 1 month)

SnapSound is a music video editor with 180 million tracks of music. Powered by SoundCloud.

I led engineering, research, QA, and distribution in 34 countries.

Built a community of young people in South America to accelerate growth and user feedback.

- # I designed the UX & UI and assets for 34 different languages for AppStore Connect.
- # Gold Winner of international business award Stevie Awards 2019.
- # 4.9 stars from 189 people on Apple AppStore (globally)
- # Shutdown by SoundCloud.



Head of Product

Matmatch

Mar 2018 - 2019 (1 year 10 months)

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

Trusted by more than 2.5 million engineers and designers.

Demo: <https://vimeo.com/246770278>

- # I led the product department and product management related efforts.
- # Conducted workshops about lean startups and product strategy.
- # Main tools: Kibana (ElasticSearch), Google Analytics, Gitlab, Invision, Sketch, and Slack.
- # Interview about my work at Matmatch <https://matmatch.com/blog/how-matmatch-is-continuously-enhanced/>



Senior Product Manager

Matmatch

Oct 2017 - Mar 2018 (6 months)

Handover of product from Boston Consulting Group Digital Ventures (BCGDV)

Product owner of internal and external tools.



Founder | Product

Switchplace Sverige AB

Sep 2015 - May 2017 (1 year 9 months)

Real estate platform established to tackle the growing demand for apartment swapping in Sweden.

Demo: <https://vimeo.com/153559746>

- # I co-founded the company with designers, developers, and a marketing agency.
- # Built a community with thousands of registered apartments in Sweden.
- # Platforms: iOS, Android, and Web.



Founder | CEO

Socialmist AB

Sep 2010 - Jan 2017 (6 years 5 months)

Socialmist was a social networking platform with music from SoundCloud.

Demo: <https://vimeo.com/283530006>

- # I raised ~2.4M USD in funding by Swedish and American investors.
- # Reached Top 10 on the App Store (Category: Social networks)
- # Built a strong community of young people to accelerate growth and user feedback.
- # Signed partnership with VS model Kelly Gale & launch events with Kygo <https://vimeo.com/157730641>
- <https://vimeo.com/153559591>
- # Managed 25 full-time employees (mostly engineers, designers, and product managers)
- # Platforms: iOS, Android, and Web.

Education



Academy for Academic Excellence

High School Diploma, English Language and Literature



Sjölins Gymnasium

High School Diploma, Business/Managerial Economics



Kunskapsgymnasiet (Gothenburg, Sweden)

High School Diploma, Communication and Media Studies

Licenses & Certifications



Google Analytics For Beginners - Google

Issued Aug 2018 - Expires Aug 2020



Advanced Google Analytics - Google

Issued Dec 2019 - Expires Dec 2021



Google Analytics for Power Users - Google

Issued Dec 2018 - Expires Dec 2020

Skills

Entrepreneurship • Start-ups • Product Management • Agile Methodologies • Product Development • User Experience • Mobile Applications • Software Development • Business Strategy • Marketing Strategy