



# Marcus Wiberg

A creative product enthusiast based in Munich, Germany.

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## SUMMARY

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. My professional goal is to build an inspiring work environment for my colleagues and do my absolute best to be an important player in a growing region and area of technology.

Accomplished product development leader with 10 years of vision and leadership across multiple industries, companies, and products including several startups and entrepreneurial endeavors. Collaborative team leader and skills in interpersonal communication, new product ideation, business leadership and operational strategy.

- ▶ Raised €2M+ in funding with my startups
- ▶ 8+ years of experience in product management, building products from scratch.
- ▶ 8+ years of experience designing products, prototypes & wireframes (UX & UI)
- ▶ 8+ years of experience leading product & engineering teams. (In-House & Outsourced)
- ▶ 10+ years of experience running businesses in Sweden, Poland, and the USA.
- ▶ Participated in courses by leaders from Facebook, LinkedIn, Spotify, SoundCloud, and Dropbox.

## Key qualifications

- Product development
- Product management
- Product vision & product strategy
- User interface & user experience
- Stakeholder management
- Product discovery & ideation
- Collaborative team leader

## Languages

- English - Native
- Swedish - Native

## 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 Sweden)
- Board of Directors (By Executive People Sweden)
- 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 GmbH) [Linkedin](#)
- Björn Höglund (Socialmist AB, Socialmist inc & Socialmist sp zoo) [Linkedin](#)

## Experience

### **Chairman of the board at SnapSound** [Website](#) [AppStore](#)

October 2018 - Present

Responsible for supporting SnapSound set broad goals, executive duties, and ensuring the company has adequate, well-managed resources at its disposal.

- Establish a long-term vision and strategy for internal and external product development.
- ASO research/optimization (10+ languages)
- Product strategy, roadmap, and prioritization.
- Managed software development process and delivery (iOS, Android, Web and Backend projects)
- Designed the user interface and user experience for iOS app.
- Frontend development (HTML, CSS, JS)

### **Head of Product at Matmatch Gmbh** [Website](#)

March 2018 - February 2019

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

- Led the product team (Designers and UX researchers)
- Stakeholder management (engineering, material science, sales, and marketing)
- Establish a long-term vision and strategy for internal and external product development.
- Drive product development with a team of world-class engineers, designers, researchers, and scientists.
- Collaborate cross-functionally to develop strategy, vision, execution, design, and usability.
- Collaborate on business readiness activities including end-user training, product testing, rollout, support.

### **Senior Product Manager at Matmatch GmbH** [Website](#)

October 2017 - March 2018

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

- Led ideation, technical development, and launch of products.
- Drove product development with a team of world-class engineers and designers.
- Identified user pain points and created digital solutions to improve customer experience.
- Distilled features down to what is desirable, viable and feasible.
- Defined and analyzed metrics that inform the success of products for ongoing measurability and response.
- Communicated progress to stakeholders including C-level management for assessment and response.
- Prioritized demands and balanced roles of customers, users, and stakeholders to meet business needs.

### **Founder & CEO at MW Ventures**

January 2016 - September 2017

I started MW Ventures to support entrepreneurs with early phase startups.

- Collaborated with entrepreneurs, designers, and engineers to combine modern technology with elegant and functional design to ship innovative experiences.
- Communicated directly with entrepreneurs and business owners to assess needs and scope projects.
- Managed software development process and delivery (iOS, Android, Web and Backend projects).
- Designed user interfaces and user experiences to meet demands and deliver the desired experiences.
- Designed prototypes using Invision for early startups in conjunction with designers and programmers.

### **Founder & Head of Product at Whe AB**

January 2016 - September 2017

Add music and creative effects to your videos.

- Oversaw rebranding efforts to shift from Socialmist to Whe and migration to Stockholm, Sweden.

- Directed product focus to create video development for new effects and add music to videos.
- Managed software development within the iOS and Android platform.
- Designed the user interface and user experience for products.
- Frontend development (HTML, CSS, JS)

### **Founder & Head of Products at Switchplace Sverige AB**

September 2015 - May 2017

Swap apartments service for the Swedish market.

- Founded company in collaboration with a designer to simplify and modernize the apartment swapping market.
- Received 2000 apartment registrations in Sweden and delivered experience based on Tinder platform.
- Collaborated with designers to build user interfaces for iOS, Android, and the Web.
- Attracted engineers, designers, marketing agencies to join the company to develop a new platform.
- Launched three MVPs in three months. (iOS, Android, and Web) to enhance user access.
- Managed software development (iOS, Android, Web and Backend projects) and product launch.
- 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

Socialmist is a social network that lets you express yourself with the music you love.

- Raised 16 000 000 SEK (~ 1.9M USD) in funding by investors to launch the initial company.
- Registered businesses in the USA, Poland, and Sweden.

- Reached top 10 on the App Store in Sweden with 25 000 registered users and 380k views on videos.
- Managed software development project cycles (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.
- Managed 28 full-time employees in Poland, Sweden, India, and England.

**Founder & CEO at Airify**

September 2015 - September 2016

Airify focused on solutions to mitigate indoor air pollution and provide consumer options.

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.

- Designed the user interface and user experience.
- The prototype analyzed CO, CO2, NO2, 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>
- Frontend development (HTML, CSS, JS)

**Founder & CEO at Roseville**

October 2008 - August 2011

Founded clothing brand to compete with fashion lines for men and women in the Swedish market.

- Worked with producers in Pakistan, Bangladesh, China, and Turkey to iterate upcoming collections, manufacture and ship products.
- Collaborated with designers in Sweden on embroideries and models of our polo shirts.
- Established specifications for clothing factories for samples to review factories to partner with.

- Iterated prototypes with several factories (fabrics, embroidery, colors, and sizes)

### **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.

- Launched and managed e-commerce shop.
- The company was acquired for €10k.
- Negotiated key manufacturing contract product for custom scooter model parts in Sweden.