



# 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.

## SKILLS

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