



Marcus Wiberg

Product & Design Leader

Profile

Over the past 14 years, I've led cross-functional teams in Product, Design, Engineering, and UX Research across various industries. My journey includes working with e-commerce leaders like Marley Spoon and Dinnerly, as well as leading innovative projects at Livingpackets, where I directed product and design efforts that earned the CES 2020 Innovation Award.

Additionally, I developed a cutting-edge blood testing platform at HealthTrackr, advancing preventive health and clinically validated digital therapeutic for all cancer patients.

Experience

Marley Spoon - Ecommerce for meal-kits & market

Head of Product ▶ Head of Product & Design Feb 2021 - Present

- Lead and mentored product managers, product designers, and UX researchers
- Reported directly to CPO & CMO, CTPO, and VP on product strategy and insights
- Focus on design systems, payments, promotions, complaints & incidents management, self-service, OMS, ERP, upselling and cross-selling across the customer journey

MW Ventures - Product development agency

Founder Sep 2015 - Feb 2021

- Built medical products with regulated software, packaging, and compliance
- Created media editing tools integrated with streaming platforms for social media
- Delivered IoT solutions with software and real-time monitoring capabilities

LivingPackets - Smart packaging solutions

Product Lead Oct 2019 - Feb 2021

- Led product management and product design
- Honored with an Innovation Award at CES 2020

Mika - Digital therapeutic for cancer patients

Head of Product Jan 2019 - Oct 2019

- Led product management, product design, engineering, and content teams
- Developed and built personalized experiences for cancer patients
- Reported directly to the CEO, providing regular updates & strategic insights

Matmatch - Search engine for materials

Senior Product Manager ▶ Head of Product Oct 2017 - Dec 2018

- Lead and mentored product managers, designers, and UX researchers
- Oversaw the product handover from BCG Digital Ventures (BCGDV)
- Reported directly to the CEO, providing regular updates & strategic insights

Switchplace - Real estate platform

CEO & Founder Sep 2015 - Sep 2017

- Led product, design, and engineering teams
- Built and nurtured a thriving community with thousands of registered apartments
- Launched Switchplace on iOS, Android, and Web platforms

Socialmist - Social networking (powered by SoundCloud)

CEO & Founder Sep 2010 - Jan 2017

- Raised 2.4M USD with International Investors
- Achieved a top 10 ranking in the Social Media category on the App Store
- Led a team of 25 full-time engineers, designers, and product managers

Details

Address

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Links

[LinkedIn](#)

[Website](#)

Certifications

Introduction to AI

IBM Issued Dec 2022

Introduction to psychology

Yale University Issued Jan 2023

Agile project management

Google Issued Dec 2022

Languages

English

Native

Swedish

Native

Skills

Team development & mentorship

Product strategy & vision

Product discovery

Data-driven product decisions

Prototyping and wireframing

Product design

UX collaboration