



### **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.

## CERTIFICATIONS

GOOGLE ANALYTICS (ADVANCED)

Issued by Google. Expires Dec 2020.

GOOGLE ANALYTICS (POWER USER)

Issued by Google. Expires Dec 2020.

PRODUCT STARTEGY & VISION

Issued by Roman Pichler.

# REFERENCES

MELISSA ALBECK

CEO at Matmatch GmbH

Phone: 0123-654-987

Mail: melissa.albeck@matmatch.com

**GANFOLF FINKE** 

CEO at Fosanis GmbH

Phone: 0123-654-789 Mail: finke@fosanis.de

# LANGUAGES

NATIVE ENGLISH | NATIVE SWEDISH

# MARCUS WIBERG

PRODUCT LEADER

- +49 176 830 825 86 📞
- at.mw.xx@gmail.com <
- https://bymw.github.io/
- Rosenthaler straße 46, 10178 Berlin 💡

## **EMPLOYMENT**

2019 - Present

#### HEAD OF PRODUCT FOSANIS

I lead the product team at Fosanis. We develop a cancer therapy assistant to ease the life of diagnosed cancer patients. Our products are available on iOS and Android.

2018 - 2019

#### HEAD OF PRODUCT SNAPSOUND

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

Matmatch helps you find, evaluate and source the best materials for your projects. I led the product team behind Matmatch

2017 - 2018

#### SENIOR PRODUCT MANAGER MATMATCH

Matmatch helps you find, evaluate and source the best materials for your projects. I took overver from BCG Digital Ventures and I managed our internal & external products.

2010 - 2017

#### FOUNDER & CEO SOCIALMIST

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

Company founded in collaboration with a designer to simplify and modernize the apartment swapping market. Switchplace was launched on iOS, Android and web.

## **BOARD SEATS**

2018 - Present

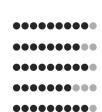
#### ADVISORY BOARD MEMBER SNAPSOUND

Swedish startup based in Stockholm, Sweden.

I advise the company on product strategy, development and user research.

# PRO SKILLS

Prototyping
Customer Centric
Product Management
Agile Methodologies
Product Development



Startups Leadership Entrepreneurship Product Strategy UI & UX Design

