

Marcus Wiberg

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Summary

Creative entrepreneur currently based in Munich, Germany.

Since starting my first online business at the age of 14, I have launched several startups, raised millions in funding and collaborated with investors, researchers, scientists, engineers, and designers to build innovative products and startups.

<https://bymw.github.io/>

Design is how it works. I care deeply about beautiful interfaces and intuitive user experiences. I've also worked with many different types of companies, from startups to larger corporate firms, both locally and internationally.

Acknowledgments

- ▶ Raised 2M+ USD in funding with my startups (my first company was acquired at the age of 15)
- ▶ 8+ years of experience in product management, building products from scratch.
- ▶ 10+ years of experience running businesses in Sweden, Poland, and the USA.
- ▶ Built 100+ prototypes, 15+ e-commerce sites, payment solutions, sync with accounting software and ERP infrastructures.
- ▶ Participated in courses by leaders from Facebook, LinkedIn, Spotify, SoundCloud, and Dropbox.
- ▶ Collaborated with Victoria's Secret model Kelly Gale for the promotion of Socialmist <https://vimeo.com/157730641>
- ▶ Collaboration with Kygo, Laidback Luke and Joachim Garraud for the promotion of Socialmist <https://vimeo.com/153559591>

► **Head of Product at Matmatch GmbH**

March 2018 - Present

► **Senior Product Manager at Matmatch GmbH**

October 2017 - March 2018

► **CEO & Founder at MW Ventures**

January 2016 - September 2017

► **CEO & Founder at Whe AB**

January 2016 - September 2017

► **CEO & Founder at Airify**

September 2015 - September 2016

► **CEO & Founder at Switchplace Sverige AB**

September 2015 - May 2017

► **CEO & Founder at Socialmist AB, Socialmist Inc, Socialmist Sp zoo**

September 2010 - December 2016

► **CEO & Founder at Roseville**

October 2008 - August 2011

► **CEO & Founder at Ice**

May 2009 - September 2009

► **CEO & Founder at Scootertuning**

August 2005 - November 2006

► **CEO & Founder at Ultimate Design**

October 2004 - March 2008

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

Languages

- English - Native
- Swedish - Native

Books of relevance

- The lean startup (Eric Ries)
- Strategize: Product Strategy and Product Roadmap (Roman Pichler)
- Inspired: How To Create Products Customers Love (Marty Cagan)
- Measure what matters (John Doerr)
- Build better products by (Laura Klein)
- Lean analytics (Alistair Croll and Benjamin Yoskovitz)
- Start with why by (Simon Sinek)
- Leaders eat last by (Simon Sinek)
- Leadership (Percy Barnevik)

Education

- High school - AAE - California, USA
- High school - Economics - Sjölin's Gymnasium - Gothenburg, Sweden
- High school - Media - Kunskapsgymnasiet - Gothenburg, Sweden
- Primary School - Kullaviksskolan - Kullavik, Sweden