



# MARCUS WIBERG

PRODUCT LEADER

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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.

## CERTIFICATIONS

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

Phone: 0123-654-987

Mail: melissa.albeck@matmatch.com

GANDOLF FINKE

CEO at Fosanis GmbH

Phone: 0123-654-789

Mail: finke@fosanis.de

## LANGUAGES

NATIVE ENGLISH | NATIVE SWEDISH

## EXPERIENCE

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 over 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

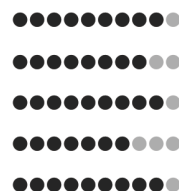
ADVISORY BOARD MEMBER **SNAPSOUND**

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

