

## Marcus Wiberg

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## Summary

Data-driven and evidence-based 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, scientists, engineers, and designers to build products and startups.

I've also worked with many different types of companies, from startups to larger corporate firms, both locally and internationally. I enjoy supporting businesses of all shapes and sizes do better products!

Design is how it works, I care deeply about beautiful interfaces and intuitive user experiences. Design to me is just as important as the technology behind the products.

## 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 2018 - 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

## Courses

- 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)  
[Linkedin](#)

## Languages

- English - Native
- Swedish - Native

## Books of relevance

- The lean startup by Eric Ries
- Measure what matters by John Doerr
- Build better products by Laura Klein
- Lean analytics by Alistair Croll and Benjamin Yoskovitz
- Start with why by Simon Sinek
- Leaders eat last by Simon Sinek
- Leadership by 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