



# 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 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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### Phone

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### Email

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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