

Marcus Wiberg

Chief Product & Design Officer

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Open to

Head of Product

VP Product

Chief Product Officer

Head of Product & Design



PROFILE

Product and design leader with more than 15 years building the organizations, not just the products, that turn the right problems into businesses that scale.

I lead product, design, and UX research across venture portfolios, enterprise engagements, and government initiatives. I build product organizations, help teams identify the problems worth solving, and use AI to accelerate discovery, validation, and delivery. Alongside executive leadership roles, I have founded companies from zero.

AT A GLANCE

15+

Years in product leadership

0 → 16

Product org built at Rimthan

150

People across four departments

\$330M

Global subscription business

\$2.4M+

Raised as a solo founder

2

Companies founded

EXPERIENCE

Rimthan Chief Product & Design Officer Saudi Arabia & Qatar · Remote from Berlin

Feb 2025 – Present

Established the product function from zero and transformed Rimthan from client-directed delivery into product-led venture building across the GCC (Gulf Cooperation Council).

- Built the product, design, UX research, and brand organization from 0 to 16 and defined its operating model
- Lead product for a new digital bank built with QIIB, operating within Qatar Central Bank's regulatory and licensing framework
- Built product capability while Rimthan scaled from ~20 to 100+ employees across a portfolio of 15+ ventures
- Brought AI-native ways of working into how ventures are validated, prototyped, and shipped
- Represent product in the executive and due-diligence conversations behind contracts spanning SAR 800M+ in investment

Marley Spoon Head of Product, Design & Research Berlin, Germany · Hybrid

Jan 2023 – Feb 2025

Promoted to extend the mandate beyond product into design and UX research across all departments of a \$330M global subscription business spanning the US, Europe, and Australia.

- Supported 150+ cross-functional colleagues across four departments with product, design, and UX research
- Co-led a 30-person commercial and operations department alongside engineering
- Set product direction across payments, CRM, promotions, order management, and customer operations
- Established and grew the design and UX research disciplines alongside the products

Marley Spoon Head of Product Berlin, Germany · Hybrid

Feb 2021 – Jan 2023

Owned commercial and operations product strategy across payments, promotions, CRM, order management, customer operations, and Customer 360.

- Owned the promotion and voucher engine that brought the majority of new customers into the subscription business
- Reduced payment failures by 30% and cut customer support complaints by ~70%
- Built Customer 360 and internal support tooling that teams across the company relied on daily
- Modernized order management, replacing the monolithic system with microservices

LivingPackets Senior Product Manager Berlin, Germany · On-site

Oct 2019 – Feb 2021

Owned product for THE BOX, a reusable smart parcel combining IoT sensors, digital labels, tracking, and enterprise logistics.

- Owned product across hardware and software for a platform protected by 42+ patents
- Shaped the connected-parcel experience and ran enterprise pilots with logistics partners
- Worked on THE BOX during the period recognized by CES Innovation Awards in 2020 and 2021

Mika Head of Product Berlin, Germany · On-site

Feb 2019 – Oct 2019

Reset product direction for a CE-marked oncology digital therapeutic, leading product, design, and UX research through extensive patient research and clinical collaboration.

- Grounded the reset in 200+ interviews with cancer patients
- Reshaped onboarding, symptom tracking, education, and personalization
- Aligned with data science on the tracking needed for clinical evidence
- Presented direction to board and investors ahead of clinical study prep and a EUR 10M+ Series A

Matmatch Head of Product Munich, Germany · On-site

Jan 2018 – Jan 2019

Promoted to lead product for a B2B supplier marketplace, one of the world's largest engineering-materials platforms, taking on design and UX research alongside product.

- Owned the supplier-facing side of a two-sided marketplace, including how suppliers were onboarded, presented, and connected to buyers
- Built property-based search, comparison, and supplier-connection flows across 90,000+ materials
- Ran the platform with manufacturers including Plansee, thyssenkrupp, Alcoa, and VDM Metals

Matmatch Senior Product Manager Munich, Germany · On-site

Oct 2017 – Jan 2018

Joined to own product as the platform moved in-house from BCG Digital Ventures, before promotion into the Head of Product role above.

- Owned product strategy for the supplier marketplace as the platform moved in-house from BCG Digital Ventures
- Ran discovery through customer interviews and sales calls with manufacturers evaluating the platform, and translated it into the backlog engineering delivered against

Switchplace Founder Gothenburg, Sweden · Remote

Sep 2015 – Sep 2017

Founded and bootstrapped Sweden's largest apartment-swapping marketplace.

- Shipped mobile and web from idea to launch in three months
- Grew to thousands of users and listings and became the market leader in Sweden
- Made the strategic call to wind it down after validating the limits of the long-term economics

Socialmist Founder Sweden, Poland, USA · On-site

Sep 2010 – Jan 2017

Founded an early social platform for sharing photos and videos set to music, years before short-form music content became mainstream.

- Raised \$2.4M+ as a solo founder and built a 25-person international team
- Integrated SoundCloud's 280M+ track catalog to power music-driven content
- Reached the Top 10 of Sweden's App Store Social Media category
- Acquired by international investors

EXPERTISE

Product Strategy

Product Leadership

Executive Leadership

Product Operating Models

0-to-1 Product

Venture Building

AI-Native Product Development

Continuous Discovery

Design Leadership

UX Research

Marketplace Products

Subscription Commerce

Fintech

Healthcare

LANGUAGES

English & Swedish native (Swedish-American) · Learning French

AWARDS

CES Innovation Awards LivingPackets, THE BOX · 2020 & 2021

PHILOSOPHY

The hardest product decisions are rarely about what to build. They are about identifying the right problems, defining success before committing to delivery, and building organizations that keep making good decisions as they grow.