

Marcus Wiberg

Product & Design Leader

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Open to Head of Product & Design · VP Product & Design · Chief Product & Design Officer



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 three companies.

AT A GLANCE

15+ Years in product leadership	3 Companies founded	150 People across four departments
0 → 16 Product org built at Rimthan	\$330M Subscription business scope	\$2.4M+ Raised as a solo founder

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
- Built product capability while Rimthan scaled from ~20 to 120+ employees across a portfolio of 15+ ventures
- Led the shift from feature delivery to validated, product-led venture bets grounded in continuous discovery
- 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
- Established and grew the design and UX research disciplines alongside the products
- Set product direction across payments, CRM, promotions, order management, and customer operations

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.

- Drove the promotion engine that moves 98 to 99% of customers into subscription
- Reduced payment failures by 30% and cut customer support complaints by ~70%
- Modernized order management, replacing the monolithic system with microservices
- Directed the commercial and operational product stack underpinning monetization, acquisition, and retention

MW Ventures Founder Berlin, Germany · Hybrid Feb 2019 – Feb 2021

Independent venture and product studio, and the umbrella for the Mika and LivingPackets engagements below. Built and shipped regulated medical products and IoT hardware-software systems from concept to market.

LivingPackets Head of Product Berlin, Germany · On-site Oct 2019 – Feb 2021

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

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

Mika Head of Product, Design & UX Research Berlin, Germany · On-site

Feb 2019 – Oct 2019

Reset product direction for a CE-marked oncology digital therapeutic 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, Design & UX Research Munich, Germany · On-site

Oct 2017 – Jan 2019

Led product following the transition from BCG Digital Ventures for one of the world's largest engineering-materials databases.

- Built property-based search, comparison, and supplier-connection flows
- Powered a global marketplace with manufacturers including Plansee, thyssenkrupp, Alcoa, and VDM Metals

Switchplace Founder & CEO 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 & CEO 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.