



 Tremarksgatan 7, Lomma Sweden

 markenvardpeter@mac.com

 markenvardpeter.com

**I bring disruption to the table
—to widen perspectives and
catalyze fresh angles.**

I draw on experience from every corner of the ideation universe, always with the goal of sparking meaningful change. Because if nothing changes, nothing changes. I try to bring disruption to the table. To widen perspectives, and catalyze fresh angles.

HIRE ME...

Creative Agency:

Hire me to win new clients, elevate your existing portfolio, and supercharge your creative process.

I bring deep experience to your innovation pipeline—as a creative agency strategist, client lead, and concept creator with a proven ability to turn vision into momentum.

Marketing unit:

Hire me to design growth, energize teams, and execute high-performance product and brand marketing.

I bring extensive experience to your marketing and product innovation departments—as a team leader, concept designer, and seasoned brand strategist.

DEVELOPMENT

Algowim is my own creative process and automation cloud tool. Built from experience. Designed for impact. It helps me help you perform even better.

Algowim automates the business, and product innovation pipeline—it's my current legacy manifested, my window for sharing inspiration, and motivation with people around me.

ALGOWIM.COM 

LANGUAGES

SWEDISH Fluent

ENGLISH Fluent

DANISH Intermediate

Peter Markenvard

More info at: **MARKENVARDPETER.COM**

EXPERIENCE

CEO **whatt.io** 2024 –2025

Malmö



As CEO for the Swedish operations, I led business development, strategic partnerships, and client engagement—driving adoption of whatt.io's product authentication and Digital Product Passport solutions.

CEO **Infinite Acoustics** 2023 –2025

Malmö



As CEO, I led the launch and growth of Infinite Acoustics, a hi-fi speaker brand transforming recycled car tires and ocean plastic into premium audio products. I oversaw business strategy, product development, and market positioning—turning sustainable innovation into high-performance sound.

CMO **whatt.io** 2022 –2025

Malmö



As Global Chief Marketing Officer, I led brand development, go-to-market strategy, and international expansion for whatt.io—a platform designed to authenticate products, automate spare-part ordering, and provide seamless access to Digital Product Passports.

CMO **bimobject** 2017 –2020

Los Angeles



As Global Chief Marketing Officer, I led the creation of a fully integrated marketing and sales hub for the U.S. and global markets. I developed strategies to align marketing, sales, and product initiatives, implemented data-driven campaigns, and maximized both push and pull triggers to accelerate lead generation and conversion.

CEO **markenvard agency** 2008 –2018

Malmö



I founded and led Markenvard Agency, a design and marketing consultancy delivering strategy, branding, and creative execution for clients across multiple sectors. I oversaw business development, creative direction, and project delivery—bridging business goals with impactful design and marketing solutions.

AD **Electric Digital Agency** 2006–2007

CPH



As Art Director, I developed visual concepts, branding assets, and campaign designs for clients across industries. I worked closely with creative teams and clients to translate ideas into compelling visuals that strengthened brand identity and market presence.

CD **IconMediaLab** 2001–2006

NYC+CPH



As Creative Director, I led digital strategy, concept development, and creative execution for international clients. I guided multidisciplinary teams to deliver innovative web solutions, ensuring design, functionality, and brand objectives worked seamlessly together.

EDUCATION

BRAND MANAGER

Berghs School of Communication

1999–2000

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