

I recognize the hesitations  
that can surround senior hires.

**AT 50+**

I bring peak experience, modern  
execution, and measurable impact.

To remove risk and align fully  
with outcomes, I'm prepared to

**TIE 50%**

of my compensation to results.

**I am an experienced marketing and brand professional with a strong track record** of developing brand platforms, communication frameworks, and go-to-market strategies across both B2B and B2C markets. I specialize in translating advanced or complex offerings into clear, credible, and engaging narratives that support business objectives. My work combines strategic thinking with data-informed decision-making, ensuring brand development is both creative and measurable.

Throughout my career—as CMO in Sweden and Los Angeles, Creative Director in New York, and CEO & Founder in Malmö—I have led teams, launched products, and built brands in competitive markets. I have worked closely with cross-functional stakeholders, aligning brand, marketing, and communication efforts with commercial and organizational goals. These roles have strengthened my ability to balance long-term brand building with hands-on execution.

Alongside my professional roles, I am also developing *Algowim* as a side passion project—an AI-supported product innovation app exploring structured ideation and go-to-market planning. While not my primary focus, this project keeps me closely connected to emerging tools and innovation methods, sharpening my strategic perspective and reinforcing a structured, future-oriented way of working that I bring into my core professional assignments.

I am motivated by environments where deep expertise must be communicated with clarity, consistency, and credibility. I see strong potential to further strengthen the brand by aligning technical excellence, market positioning, and communication into a coherent and confident narrative.

I would welcome the opportunity to contribute my strategic insight, creative leadership, and structured approach to support continued growth. I look forward to discussing how my experience can add value to your team.

For additional information, please visit <http://markenvardpeter.com>.

Best regards,  
Peter Markenvard

**I combine decades of strategic experience with cutting-edge AI to maximize efficiency and accelerate measurable results. When I take on a project, I deliver — with full ownership and accountability.**

***Dare to go beyond 50***

