

My
Personal
Senior Talent
Hiring
Offer

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 building brand platforms, communication frameworks, and go-to-market strategies across both B2B and B2C markets. Throughout my career, I have helped build scalable marketing engines that **increased qualified pipeline by 100% or more**, and significantly strengthened brand visibility in competitive technology sectors.

I utilize a full spectrum of modern growth tools — including SEM, performance marketing, AI-supported workflows, and structured social media operations — to generate demand and accelerate market traction. By integrating technology, data, and creative execution, I have consistently built marketing systems capable of generating sustained lead flow and **improving campaign ROI across channels**.

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 international markets. As CMO of a Swedish SaaS platform, I led the company's entry into the U.S. market, establishing and operating the marketing hub in Los Angeles. Over a three-year period, I **built and hired a cross-functional sales and marketing organization of 10 professionals**, generating thousands of qualified prospects and **contributing to a multi-million dollar pipeline across multiple verticals**.

Alongside my professional roles, I am developing Algowim, a side passion project exploring an AI-supported innovation platform designed to structure ideation and accelerate go-to-market planning. While not my primary focus, this initiative helps me stay closely connected to the rapidly evolving AI landscape.

I am motivated by environments where deep technical expertise must be translated into clear, credible, and compelling market narratives. I see strong potential to further strengthen the brand by aligning technical excellence, product positioning, and communication into a coherent and confident story that resonates with customers and partners.

I recognize that senior hires can sometimes raise questions. At 50+, I bring peak experience combined with modern, AI-enabled execution and a strong focus on measurable growth outcomes. To remove perceived risk and fully align incentives with performance, **I am prepared to tie up to 50% of my compensation directly to results.**

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.



Dare to go beyond 50