



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.



Peter Markenvard

MARKENVARDPETER.COM

Contact

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Linking innovation to strategy, and creativity to KPIs...

Dynamic marketing leader with extensive experience in brand development, go-to-market strategy, and international expansion. Proven track record in digital marketing and executing integrated 360° campaigns, combined with strong expertise in leveraging AI-driven tools for analytics, personalization, automation, and content optimization. Proficient in pipeline and CRM platforms such as HubSpot, consistently driving campaigns with a sharp focus on ROI and measurable growth.

Deep understanding of the global market landscape and consumer behavior. Excels in strategic planning, team leadership, and hands-on execution—bringing both seasoned expertise and a forward-looking, AI-enabled perspective to every assignment.

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.

Skills

Concept Development & Implementation
Strategy & Implementation
Concept Design to Execution
Applied AI Implementation
AI-Driven Solution Implementation
Enablement & Deployment

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LANGUAGES

SWEDISH Fluent
ENGLISH Fluent
DANISH Intermediate

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. Went from launch to active customer pipeline within 12 months.

CEO Infinite Acoustics 2023-2025 Malmö



Founded and scaled Infinite Acoustics, leading strategy, product development, and positioning of a sustainable hi-fi brand—successfully translating recycled materials into commercially viable, high-performance audio products.

CMO whatt.io 2022-2025 Malmö



As Global CMO, I led brand, go-to-market, and international expansion for whatt.io, driving measurable growth in awareness, engagement, and inbound demand. Led market intelligence and DPP-focused campaigns that identified clear competitive gaps and positioned the platform for accelerated adoption across multiple markets. Through targeted marketing initiatives, I drove a major uplift in visibility, engagement, and lead growth.

CMO BIMobject 2017- 2020 Los Angeles



As Global CMO, I built and scaled a fully integrated marketing and sales hub across U.S. and international markets. By aligning marketing, sales, and product functions and deploying data-driven campaigns, I accelerated demand generation by 300% and improved conversion efficiency by 250% across the funnel.

CEO Markenvard Agency 2008-2018 Malmö



I founded and led Markenvard Agency, a design and marketing consultancy delivering strategy, branding, and creative execution across multiple sectors. Within the first 12 months, we increased the client base by 500%. I oversaw business development, creative direction, and end-to-end project delivery — consistently bridging business objectives with high-impact design and marketing solutions.

AD Electric Digital Agency 2006-2007 Copenhagen



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 + Copenhagen



As Creative Director, I drove digital strategy and end-to-end concept development for international clients, leading cross-functional teams to deliver high-performing web and brand experiences. My work ensured alignment between business goals, brand positioning, and technical execution. I served as a long-term consultant within the medical sector and partnered with global organizations including UEFA, Heineken, and the Metropolitan Museum of Art.

EDUCATION

BRAND MANAGER

Berghs School of Communication
1999-2000

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