

AI-SAVVINESS MEETS PROVEN EXPERIENCE



Peter Markenvard

Commercially driven marketing executive with a passion for building brands, accelerating growth, and turning strategy into measurable business results. Brings extensive experience across B2B and B2C, combining AI-enabled marketing, digital transformation, demand generation, and data-driven commercial strategy to drive sustainable growth, strengthen customer relationships, and deliver lasting business impact.

LEADERSHIP

- * Led marketing teams of 20+
- * Managed agencies across multiple countries
- * Reported directly to CEO/Board
- * Owned revenue pipeline

CAREER HIGHLIGHTS

- * 20+ years in executive marketing leadership
- * Global CMO across US & Europe
- * Increased demand generation by 300%
- * Improved conversion by 250%
- * Built international marketing organizations
- * Expert in AI-driven marketing transformation
- * B2B SaaS • Digital Platforms • Brand • GTM
- * Demand Generation

SKILLS

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

EDUCATION

BRAND MANAGER
Berghs School of Communication

MARTECH

Adobe	Klaviyo	Canva	Monday
GA4	Zapier	ChatGPT	Figma
Hubspot	Webflow		

CONTACT

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EXPERIENCE

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, moving from launch to active customer pipeline within 12 months.

CEO Infinite Acoustics 2022-2025 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 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.

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. Clients include UEFA, Heineken, and the Metropolitan Museum of Art.

Algowim –product innovation project

Algowim is an algorithm-driven cloud app that accelerates product and business creation. It streamlines innovation, execution, and growth — putting the capabilities of professional R&D at your fingertips.

[algowim.com](https://www.algowim.com)

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