



# Martin Wettergren

1st

Founder & Chief Business Development at Whispr Group

Stockholm, Sweden | Online Media

- Current Whispr Group
- Previous Media Pilot AB, Medial Kommunikation
- Education Linköpings universitet

Send a message

Endorse

500+ connections

Relationship

Contact Info

friends

## Posts

Published by Martin  
See more ▶

1,568  
followers



**Ranking The Most Influential People in...**  
November 8, 2015



**Little sign of sustainability work in Cambodia...**  
February 13, 2015



**My thoughts on updating my life plan**  
February 12, 2015

## Ads By LinkedIn Members



**Marketing to Scientists?**  
Reach Targeted Life Science Audience across hundreds of Scientific Journals

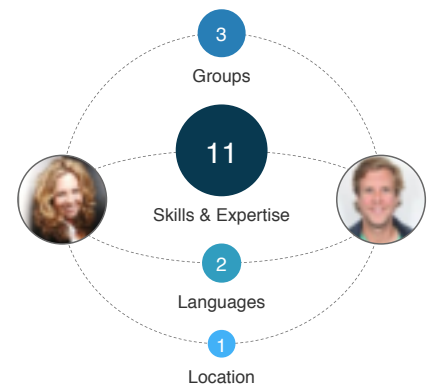


**Enjoy music at its best**  
Download your free 24-bits of Christmas EP, with love from Linn



**Investor Income Property**  
Turnkey Rental Homes. Net Income up to 40% only 10k down. Loans Available.

## In Common with Martin



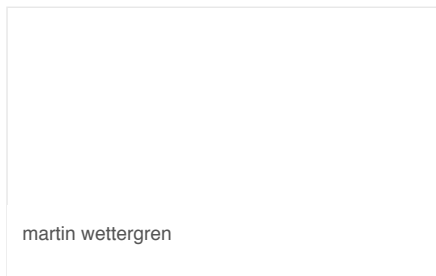
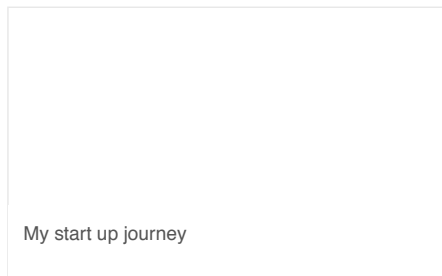
## Background

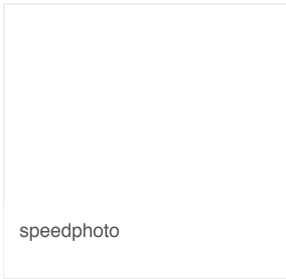
### Summary

Entrepreneur that founded Mediapilot in 2006 after finishing university. Mediapilot is a media analysis company focused on actionable insights for over 100 global brands such as Coca Cola, McDonalds. I've had different roles in building Mediapilot, group CEO and also head of starting up our Norwegian office. After seven years I decided to take a break and travelled the world looking for sustainable entrepreneurship and to get some perspective on things. I did and this led to, among other things, starting up Klout as their first market outside of USA. Mediapilot have now merged with New York based Whispr Group, a digital strategy and intelligence company in the big data sphere. I'm one of the founding partners heading up business development. Looking to meet similar professionals with interest in start-ups, tech, mindfulness, sustainability, social media, fashion and business which are my biggest passions.

Btw- I'm still looking for a fully circular business model.

Lets connect!  
@m\_wettergren





Experience

**Founder & Chief Business Development Officer**

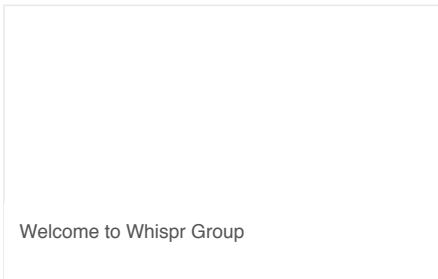
Whispr Group

January 2015 – Present (1 year) | Stockholm, Sweden

▼ 1 recommendation

**Michael LeFort**  
General Manager

Martin is a fearless business developer, authentic problem solver and has a thoughtful, critical approach to internal business as well as external client matters. Collaborating with Martin is extremely easy and everyone I have introduced Martin to... [View](#)



**Business development/intrapreneur**

Media Pilot AB

March 2014 – January 2015 (11 months) | Stockholm, Sweden

My current challenge is to build a new business within Mediapilot. Heading up launch of Klout Nordics. Goal is to incorporate a circular economy and personal development.

**Founder and CEO**

mediapilot

January 2006 – October 2013 (7 years 10 months) | Stockholm, Sweden

Head of Swedish operations

- ▶ 1 organization
- ▶ 1 honor or award
- ▶ 2 courses
- ▼ 4 recommendations, including:

**Frida Berg**  
Vice President & Senior Advisor Corpora...

The best thing with Martin as a service provider is his endless engagement and passion. He has a genuine interest in people... [View](#)

**Allan Åberg**  
Partner at Paues Åberg Communications

Martin is an inspiring and energetic consultant, businessman and leader with a strong focus on results and lasting relations. [View](#)

[2 more recommendations](#)

**Daglig Ledare/start up**

Mediapilot

2010 – 2011 (1 year) | Oslo Area, Norway

Start up of Mediapilot Norway from 0. Set up office, hired staff and recruited a new country manager before moving on to new challenges.

**Consultant**

Medial Kommunikation

2005 – 2006 (1 year) | Stockholm, Sweden



## Volunteer Experience & Causes

### Opportunities Martin is looking for:

- Joining a nonprofit board
- Skills-based volunteering (pro bono consulting)

### Causes Martin cares about:

- Civil Rights and Social Action
- Economic Empowerment
- Education
- Environment
- Politics

### Organizations Martin supports:

- [Centerpartiet](#)
- [Victoria's Secret](#)
- [Kim Denzler](#)
- [VentureBeat](#)
- [Mashable](#)
- [Breakit.se](#)
- [National Geographic](#)
- [Hållbart Näringsliv](#)
- [Digital DUMBO](#)
- [Reformation](#)
- [lululemon athletica](#)
- [Uber](#)
- [Tesla Motors](#)
- [Sveriges Radio](#)
- [Startup Grind](#)
- [Global Utmaning](#)
- [Cradle to Cradle Products Innovation Institute](#)
- [Mindvalley](#)
- [SUP46 \(Start-Up People of Sweden\)](#)
- [Cradle to Cradle Products Innovation Institute](#)
- [Ellen MacArthur Foundation](#)



## Organizations

### Young entrepreneurs

Member

January 2005 – January 2009

Member of the young entrepreneurs member group within Stockholm Chamber of commerce.

### The American Club of Sweden

Member

Starting January 2007

<http://www.amclubsweden.org/>

### Founders Alliance

member

Starting January 2010

<http://www.foundersalliance.com/>

### SalWet


Organizer

Starting May 2009

Co-founder of semi annual networking event for entrepreneurs and young male professionals. Come join us for golf and great fun!

Hosted together with Stefan Salomonsson.

<https://www.facebook.com/groups/7185240188/>

 Publications

**My start up journey**

November 1, 2013

I travelled around the world looking for sustainable entrepreneurs and also to find new ideas and inspiration for my coming ventures. One of the best decisions of my life and also the most creative.

**Little sign of sustainability work in Thailand**

November 10, 2013

**Little sign of sustainability work in Cambodia, but a glimmer of hope!**

November 24, 2013

**Koh Rong Samloem — a tiny island of the Cambodian coast with some great sustainability work**

December 3, 2013

**My view on succesful entrepreneurship**

December 24, 2013

**How does Sweden become a global contender on the entrepreneur stage?**

January 10, 2014

**My thoughts on updating my life plan — disconnecting is one of my goals for 2014**

February 10, 2014

**Entrepreneurship without a footprint on the environment — my model in the making**

February 26, 2014

 Languages

**English**

Full professional proficiency

**Swedish**

Native or bilingual proficiency

 Projects

**Startupquest**

October 2013

**Underwear Revolution**

January 2009

2 team members

**Martin Wettergren**

Founder & Chief Business Development ...

**Carl-Fredrik Haukås**

Global Export Sales Manager at Habia C...

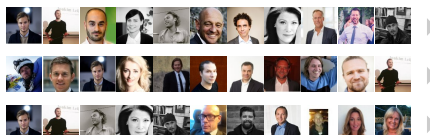
 Skills






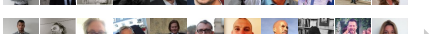

Top Skills

78 Entrepreneurship

63 Social Media

49 Start-ups



- 25 New Media 
- 22 Digital Marketing 
- 19 Public Relations 
- 18 Strategic Communications 
- 16 Marketing Strategy 
- 16 Marketing Communications 
- 13 Online Marketing 

Martin also knows about...

- 11 Digital Strategy
- 10 Social Media Marketing
- 9 Media Analysis
- 9 Leadership
- 8 Sales Management
- 8 Corporate Communications
- 7 Social Networking
- 7 Business Strategy
- 6 Social Media Measurement
- 5 Sales
- 5 Marketing Management
- 5 New Business Development
- 4 Public Speaking
- 4 Online Advertising
- 3 Key Account Management
- [See 21+](#)

### Education

#### **Linköpings universitet**

Bachelor of Applied Science (B.A.Sc.), Finance, General  
2005 – 2006

Masters thesis in finance. Thesis covered share buy back strategies in A listed companies.

#### **University of Tennessee-Knoxville**

Bachelor of Applied Science (B.A.Sc.), Finance, General  
2004 – 2004

#### **Appalachian State University**

business  
2003 – 2004

#### **Karlstads universitet**

Bachelor of Business Administration (B.B.A.), business  
2001 – 2003

Major in Business administration

Activities and Societies: [Stockholms nation](#)

#### **Umeå universitet**

Economics  
1999 – 2000

Economics

### Additional Info

#### • Interests

[social media](#), [online media](#), [entreprenurship](#), [ventures](#), [sustainability](#), [sales](#), [personal development](#), [new technology](#), [management](#), [mindfulness](#), [leadership](#), [marketing](#), [startups](#), [PR](#), [digital media](#), [fashion](#).

### Honors & Awards

**Gazell company**

Dagens Industri  
January 2012

Part of gazelle companies in Sweden. Fastest growing with profit and no venture capital. Two years in a row.



## Courses

**mediapilot**

- UGL- The course, Understanding Group and Leader (UGL), has been used as a basic leadership course within the Swedish Armed Forces for more than 20 years. In recent years it has also become popular and widespread outside the Swedish Total Defence Establish
- Mindfulness

## Recommendations

Received (5) ▾ Given (2)



Mary-Rose, would you like to recommend Martin?

[Recommend Martin](#) ▶

**Founder & Chief Business Development Officer**

Whispr Group



**Michael LeFort**  
General Manager

“ Martin is a fearless business developer, authentic problem solver and has a thoughtful, critical approach to internal business as well as external client matters. Collaborating with Martin is extremely easy and everyone I have introduced Martin to (in NYC) in my personal or professional circle comes away with the same reaction: he's the kind of person that engenders trust,... **more**

July 27, 2015, Michael reported to Martin at Whispr Group

**Founder and CEO**

mediapilot



**Frida Berg**  
Vice President & Senior Advisor Corporate Communications

“ The best thing with Martin as a service provider is his endless engagement and passion. He has a genuine interest in people and he translates it into business in a totally devote and value-for-money kind of way. I consider him loyal, trustworthy and highly professional. And he always makes me smile!

December 9, 2013, Frida was Martin's client



**Allan Åberg**  
Partner at Paues Åberg Communications

“ Martin is an inspiring and energetic consultant, businessman and leader with a strong focus on results and lasting relations.

December 6, 2013, Allan was Martin's client



**Ivar Lidén**  
Co Owner, Sales & Business Development Manager at Lissly

“ Martin is a great entrepreneur and as skilled as they come within the domain of sales! He's full of ideas and the energy to see them throw. He is a true doer and a visionary. I enjoyed working with him and the positive atmosphere he always created. I will keep on doing business with Martin forever!

July 6, 2011, Ivar reported to Martin at mediapilot



**Jacob Brögger**  
Special Client Advisor at Nordea Private Banking

“ Martin have done a very very good job with Mediapilot since it started 2006. He is good at sales, coaching and taking care of personal.

12/14/2015

Martin Wettergren | LinkedIn

I give him the best recommendations possible!

March 18, 2011, Jacob worked directly with Martin at mediapilot

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