



## Tom Söderlund

Experienced CPO/CTO/UX/Developer person.  
Entrepreneurial, hands-on, loves to build!

See my work portfolio: <https://www.tomorrowworld.com/>

I'm multi-disciplinary: tech + biz + UX. Business degree (Handelshögskolan), competent coder with solid UX design and sales/fundraising skills.

- I love building companies, solving problems, and moving fast. I enjoy taking ideas to successful products, and helping others do the same.
- I work with product development, UX, and digital marketing, but generally with everything required in building a new product or company.
- I enjoy sharing knowledge, supporting and coaching teams. I build prototypes, post on my tech blog, and hold presentations.

My tech stack is broad: frontend, backend, databases, AI & machine learning. But JavaScript/React/React Native is my strongest suite.

I got my first paid job as a developer in the early 90's when I was still in high school, since then I've worked:

- 2 years as IT manager (and developer) at Modern Times Group (MTG, Kinnevik).
- 10 years with video games, including two own game studios and at Paradox Interactive.
- 13 years working with tech startups, including Spotify, Footway/Sportamore (e-commerce), Binogi (edtech), and Brizo (e-commerce logistics). I also was co-founder of Weld (no-code marketing tool) and Gemme Collective (fashion rentals/sustainable commerce).

### Contacts:

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tom@tomorrowworld.com

### Roles:

Product Owner  
CTO  
Fullstack Developer

### Years of experience:

15+ years

### Education & Certifications:

#### Handelshögskolan i Stockholm

Jan 1997 - Jan 2003

MSc Business

### Languages:

English  
Swedish



## Skills



Expert

Concepting CSS3 E-commerce Figma Firebase HTML

Ideation Javascript Node.js Photoshop Product design

Product management Prototyping React native React.js

Sketch



Very high competence

A/B testing Adobe Creative Suite Agile AngularJS

Functional programming Google analytics Heroku  
Illustrator Information modelling Interaction Design  
jQuery Marketing automation Microservices MongoDB  
NoSQL PostgreSQL Project management Redux  
Remote Team Management Requirements analysis  
REST / RESTful API SASS SQL Team management  
User research User testing Wordpress

●●●○○ High competence

AI (Artificial Intelligence) AR (Augmented Reality) AWS  
AWS DevOps AWS Lambda Big data CD (Continuous Delivery)  
Data visualization Design & Innovation workshops  
Design Strategy DevOps Express.js GDPR Google API  
Google Cloud Platform (GCP) Graphic Design GraphQL iOS  
Lean Machine learning MVC Python Ruby Storytelling  
Svelte VR (Virtual Reality) Websocket

●●○○○ Basic

Azure BigQuery CI (Continuous Integration) Docker  
Elasticsearch Go/Golang Ionic Java Objective-C  
Swagger TDD (Test Driven Development) TypeScript

●○○○○ Beginner

PHP Unity3D

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Android CDN (Content Delivery Network) Cocos2d  
Data analysis data lake Data pipelines Data warehouse  
Drupal Integration testing Jasmine Mobile app testing  
Rails Service design socket.io Technical Sales Support  
Unity

## Experience / Assignments / Projects

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### Consultant and Maker

Tomorrowworld (my own company), Jan 2020 - Ongoing (3 years, 8 months)

Consultant, including:

- GemmeCollective.com: make everything rentable. Web/React/Python.
- Glamanic.com: beauty video app, React Native/iPhone/Android/Supabase/Mux.

*Technologies:*

*React, React Native, Next.js, Node.js, Firebase, Postgres*

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### CTO

Binogi, Jul 2021 - Mar 2022 (9 months)

Binogi (formerly Studi) creates animated videos and interactive quizzes, tailored to the curriculum in each country. Students, teachers, and parents can learn, play and be inspired through Binogi's web and mobile apps. 50% of all secondary schools in Sweden pay for Binogi. ?? Key achievements: set a global product strategy, streamlined the product portfolio, sped up recruitment.

*Technologies:*

*AWS, PHP/Laravel, React, microservices*

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### CTO

Footway Group, Apr 2021 - Jul 2021 (4 months)

Footway Group is an e-commerce group with 8 different e-stores incl. Sportamore, Caliroots. High revenue, small team and instead data-driven, smart algorithms and lots of automation. I managed the overall IT strategy, infrastructure, and budget. ?? Key achievement: I led a CRO task force where we increased conversion +130% in 7 weeks.

*Technologies:*

*React, Next.js, GraphQL, Kubernetes, AWS*

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### Project Manager, Mobile

Binogi, Mar 2020 - Apr 2021 (1 year, 2 months)

Creating Binogi's new mobile app. Started as Design Lead with focus on UX design. 6 months in I became Project Manager.

- Set new design profile for app
- Hired visual designer
- Managed development team and team creating marketing assets
- Owning roadmap and communicating with stakeholders

*Technologies:*

*React Native, Figma, Segment, Mixpanel*

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### UX Designer (VR games)

Resolution Games, Mar 2020 - Sep 2020 (7 months)

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I worked on UX design on Angry Birds VR plus 2 other, not-yet-announced VR games. Extensive prototyping in Figma and some code prototypes.

*Technologies:*  
*Figma, React*

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## **CEO, Product Manager, temp CTO**

Weld, Jan 2013 - Jan 2020 (7 years, 1 month)

CEO and Product Manager for the Weld.io SaaS service. The last 1.5 years I also took the CTO role. I have written 1/3rd of the code.

Weld is a web content creation tool with focus on free-form design, animations and interactivity: <https://youtu.be/ihdW6qZM8PQ>

Weld's customers included Assa Abloy, ABB, Indiska, Polarn & Pyret, Telia.

*Technologies:*  
*JavaScript: Node.js, AngularJS, React, Next.js*

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## **Project manager, secret game project**

Spotify, Jan 2012 - Jan 2012

Project manager for secret game project in the Spotify Growth team.

*Technologies:*  
*iOS (native)*

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## **VP of Business Development**

Paradox Interactive, Jan 2008 - Jan 2011 (3 years, 1 month)

In the early days of Paradox' publishing business, I did digital business development. Project lead for Paradox Connect, moving Paradox from retail games to online games.

Building an online game portal, payment systems, user acquisition and retention activities.

*Technologies:*  
*Web, Windows/PC*

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## **Co-founder, CEO, Executive Producer**

A Different Game, Jan 2008 - Jan 2010 (2 years, 1 month)

A Different Game was the game studio behind the award-winning augmented reality game "Ghostwire" for mobile and Nintendo DS.

*Technologies:*  
*Nintendo DS, Symbian (Nokia)*

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## **Head of Games Publishing**

Synergenix/Blaze (acq. by Oberon Media), Jan 2006 - Jan 2007 (1 year, 1 month)

Mobile games publisher (formerly Kayak/Synergenix). Part of the management team. Working with publishing strategy, product portfolio, IP sourcing, and 3rd-party development. Also working hands-on as producer on selected projects.

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In 2006, Blaze was acquired by Oberon Media - the leading global provider of casual games solutions. Oberon distributes games to all the top online gaming sites including sites for MSN Games, Pogo.com, France Telecom, and AOL ICQ.

I worked with business development with European carriers, while still managing some publishing activities.

*Technologies:*

*Mobile games, J2ME, Symbian (Nokia)*

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## **Co-founder, CEO & Executive Producer**

It's Alive! (acq. by Daydream), Jan 2000 - Jan 2005 (5 years, 1 month)

Games studio doing location-based mobile gaming. In 2004, It's Alive was acquired by Daydream. I was CEO the first year, and then stayed in the management team as executive producer. Responsible for game design of new games, and product management for the games during their entire life cycle. Executive producer of:

- BotFighters, the world's first location-based game

([www.botfighters.com](http://www.botfighters.com))

- Supafly: a location-based mobile MMORPG with a "soap opera" theme.

- Spaceport: a wireless multiplayer game demonstrating proximity gaming on the Symbian platform.

- X-Fire: mobile action game developed for Channel 4 UK.

*Technologies:*

*Java, J2ME, Symbian (Nokia)*

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## **Social media and links**

<https://www.linkedin.com/in/tomsoderlund/>

<https://github.com/tomsoderlund>

<https://www.tomsoderlund.com/>