

# MARKUS MEYER

Turning strategy into delivered digital services with AI, data & MarTech  
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Senior project manager and advisor with over 20 years in digital services, marketing and consulting. Experienced in delivery of complex web and MarTech projects, operational development, and team leadership.

Currently focused on PMO and operational development in digital services, using AI, data and automation as everyday tools to improve delivery and decision-making.

## Relevant Work History

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### Knowit

04/2023 – present

#### Advisor, AI Navigator & Competence Lead (PM)

I led complex digital service projects end-to-end for enterprise clients while continuously improving ways of working across multi-disciplinary teams.

In parallel, I led the project management competence area and AI adoption initiative, helping clients and internal teams turn AI from “interesting” to “useful” in their operations.

### Marketing Clinic

06/2019 – 04/2023

#### Advisor, Operations Lead

I ran a wide range of brand and marketing strategy projects, pairing hands-on project management with responsibility for processes, tools and financials to strengthen operational excellence.

As a key client-facing advisor, I ensured top-quality output, clear communication and robust financial planning, while continuously improving ways of working across programs and accounts.

### Mirum Agency

08/2008 – 06/2019

#### Senior Project Manager, Operations Developer

At Mirum (formerly Activeark JWT), my role grew from technical development in the early years to senior project management and operations development across international teams. I managed digital projects and programs and drove changes in tools, processes and ways of working.

My responsibilities also included coordinating off-shore operations in India and managing large, long-term client projects across Europe, taking full operational ownership of deliveries.



## Skills

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- End-to-end project & program management
- PMO & operational development
- Stakeholder management
- Data, analytics & MarTech
- AI-enabled delivery & change management

## Certifications

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- SAFe® 4 Agilist
- Boost.ai trainer
- Optimizely One Tech Sales

## Languages

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- Swedish: Native
- Finnish: Native/bilingual
- English: Full proficiency

## Education

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### Bachelor of Arts, Media Culture

Arcada Polytechnic  
2000 – 2005

### NCO Training

Finnish Defence Forces  
1999 – 2000

### Student

Borgå Gymnasium  
1999