

Marcus Anzengruber

Tech & Policy Enabler since 2017

Stockholm, Sweden | [LinkedIn](#)

I help organizations build AI systems that work in high-stakes environments, with a focus on governance, interoperability, and empowering human expertise.

Background: Defense innovation (NATO HFM 297, U.S. OTA contracts), xAPI learning records, LVC (Live, Virtual, Constructive) training systems. I've worked on astronaut training, skill transfer between government agencies, and systems that capture what subject matter experts actually know rather than just what their job title says.

Before defense: Senior Advisor at HTC Vive, launching the first commercial VR headset. Established partnerships with United Nations and special projects including Burning Man. Founded Campanja (acquired by [24]7.ai), VP at Epidemic Sound.

I excel at forging partnerships, implementing high-impact solutions, and navigating complex regulatory environments.

Key Highlights:

- Defense & Security Focus: Delivered innovation initiatives and advised on public-private partnerships, including projects aligned with U.S. government frameworks (e.g., CHIPS Act).
- Global Network & Expertise: Built successful collaborations with leaders like SpaceX, UN agencies, and Sequoia-funded startups, bridging emerging tech with policy needs.
- Scaling & Transformation: Led multiple tech ventures, from founding startups in Silicon Valley to driving performance as VP in growth companies.
- Diplomatic & Regulatory Insight: Skilled at aligning business strategies with compliance demands and fostering international collaborations.

My passion lies in connecting technology, policy, and people to create sustainable, secure, and forward-thinking solutions. I'm keen to engage with organizations that require a unique blend of commercial acumen, regulatory understanding, and global outreach.

EXPERIENCE

VP Strategic Marketing Initiatives

May 2020 — May 2021

Epidemic Sound

Stockholm, Stockholm County, Sweden

- Led cross-functional teams to optimize marketing, analytics, and brand storytelling.
- Oversaw transformation projects using analytics, user insights, and agile methodologies to expand global reach.

Systems Translator, High-Assurance AI | Innovation Scout | SME | Founder IPPD

Feb 2017 — Present
Stockholm, Sweden

Passionate about leveraging AI to recognize human potential that rigid systems miss.

Traditional matching (job codes, ATS keywords, formal credentials) excludes people whose capabilities don't fit predefined boxes. Currently building tools that translate human stories into structured skills without losing fidelity. Based in Stockholm.

Consulting focus:

- Identification of new emerging technologies for OTA contracts, innovation programs, and public-private partnership initiatives.
- Advising clients, both government and non-traditional companies on policy alignment, technology adoption, and industrial ecosystem development.
- Coordinate cross-sectoral partnerships to accelerate the adoption of cutting-edge solutions.

Examples of Work:

- Facilitated connections between the Other Transaction Authority (10 U.S.C. § 4021) and various companies, contributing to advancements in microelectronics for the Department of Defense. This effort supported early awards in 2019 for the S²MARTS initiative, including the State-of-the-Art Heterogeneous Integration Prototype (SHIP) program, enhancing the DoD's capabilities and laying the groundwork for the CHIPS and Science Act to strengthen domestic semiconductor manufacturing and innovation.

- Developed briefings on emerging technologies for government and military applications, such as utilizing blockchain to secure and establish trust in the supply chain, and evaluating augmentation technologies transitioning from state-of-the-art to state-of-practice within NATO nations, thereby enhancing training and operational performance (HFM 297).

Senior Advisor, HTC Vive HTC

Feb 2016 — Feb 2017
San Francisco Bay Area

Led the strategic launch of the world's first commercially available VR headset, fostering global market growth through innovative AR/VR solutions.

- Established impactful partnerships with prestigious organizations like the United Nations to drive product visibility and market penetration.
- Provided expert advisory on VR ecosystem development, identifying and capitalizing on new opportunities in enterprise and consumer markets.
- Lead digital transformation initiatives to improve enterprise data management, workplace performance, analytics capabilities and go-to-market partnerships.

CEO & Co-founder of Campanja

Aug 2011 — Jan 2016

[24]7.ai

Silicon Valley

- Founded and scaled a high-growth SaaS platform, securing funding from Google's founding investor and other leading VCs.
- Oversaw expansion into international markets, forging strategic alliances and establishing an operational framework later integrated by [24]7.ai
- Drove product innovation, transforming digital advertising strategies through advanced analytics and proprietary algorithms.

Acquired in 2015 by [24]7, a 12,000 FTE consumer engagement software company funded by Mike Moritz and Sequoia.

Founder

Mar 2002 — Jul 2011

Constant

Greater Stockholm Metropolitan Area

- Founded one of Sweden's top 15 websites at age 13, showcasing early entrepreneurship and digital marketing skills.
- Developed and sold a flight comparison site to a leading European online travel company, demonstrating product-market fit expertise.
- Provided consulting services on digital marketing and M&A strategies to prominent clients, optimizing growth through data-driven techniques.

EDUCATION

Stockholm School of Economics

Jan 2007 — Jan 2009

Business Administration and Management in General

Entrepreneurship, Go-to-market Strategy and +3 skills

SKILLS

Risk Management Framework (RMF) · General Data Protection Regulation (GDPR) · NIST AI 100-1 RMF · EU AI Act · Entrepreneurship · Start-ups · Artificial Intelligence (AI) · Strategic Partnerships · Defense Procurement · Human machine teaming · Augmented Reality · Innovation Management · Learning Management Systems · Analytical Skills · UAS · Human Machine Interface · Online Marketing · SEM · PPC · Advertising · Go-to-market Strategy · E-commerce · Marketing · SEO · Search Advertising · Online Advertising · Digital Strategy · Sales · Business Development · Affiliate Marketing · Simulations · Pay Per Click (PPC) · Search Engine Marketing (SEM) · Search Engine Optimization (SEO) · Cybersecurity · Risk Management · Information Security Management · Cloud Computing · Facebook Marketing · Social Media Marketing · Digital Marketing · Social Media · Marketing Strategy · Project Management · Strategy · Sales Management · Business Strategy · Product Marketing · Product Development · Mobile Marketing