

# Marianne Stjernvall

Marianne, a.k.a the Queen of CRO, is one of the leading specialists within CRO, experimentation and AB-testing






"Data, insights, action! Data is simply another word for our users. So, a data-driven culture means that we listen to our users and take actions based on them. There is no better way to be future proof than to actually listen to the people who are going to use our product."



📍 Stockholm, Sweden <https://thequeenofcro.com/>  

## Work Experience

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| <br><b>Founder</b><br><b>Queen of CRO</b><br>January 2017 - Present<br>Stockholm, Sweden                                      |  | <p>Consulting for organizations with Experimentation, CRO, Personalization, Web analysis and creating a data-driven culture for growth and web development.</p> <p>Side business since 2017. Full time since November 2022.</p> <p>Working with clients such as: Hemnet, Atea, Berghs, Desifer, Eon, Hyper Island, IHM, IDG Webbdagarna Academy</p>   |
| <br><b>Advisor &amp; Partner</b><br><b>Bubbi.ai</b><br>July 2021 - Present<br>Stockholm, Sweden                             |  | <p>Bringing the voice of the customer, and the expertise of CRO-specialists to the brand new solution for optimizing your experiment results and personalization targeting. Focusing on the delivery of the tool, and what specialists would need in order to get bigger value for their AB-tests.</p>  |
| <br><b>Head of Customer Growth &amp; Personalization</b><br><b>Coop</b><br>August 2020 - November 2022<br>Stockholm, Sweden |  | <p>CRO and web analytics Manager for 3 months, then proceeded to this role and directly managing a team of 12 specialists within CRO, personalization, web analysis, development and E-com.</p> <p>Driving digital and data-driven changes in a traditional organization. Working with experiments as a methodology in a form of data insights action. Proving the value of CRO, AB-testing and personalization. As well as managing the E-com of our website and app</p> |
| <br><b>Global CRO Manager</b><br><b>TUI Group</b><br>January 2019 - July 2020<br>London, UK                                 |  | <p>Part time managing the Center of Excellence for CRO. This way I could bring all the markets together, creating better learnings and set up the same KPI's for all of us. And at the same time, with one foot in the Nordic Market - still be able to improve the program.</p>  |
| <br><b>CRO &amp; UX Lead</b><br><b>TUI Nordic</b><br>July 2018 - July 2020<br>Stockholm, Sweden                             |  | <p>Took over the lead for the UX team, and created a centralized structure for the new CRO team. Together, the 9 of us worked with the product teams to make sure all features were tested and data-driven. As a high test velocity team, we did 40 AB-tests per month, created in-house AB-</p>  |

 **CRO Manager**  
**TUI Nordic**

January 2017 - July 2018  
Stockholm, Sweden

testing tools and got the phrase "test & learn" printed as a key value for TUI Nordic.

Responsible for the experimentation program in the 4 Nordic markets. Transformed a traditional organization to a fully data-driven culture. I set up my own program for success and translated the results to show the effect on the bottom line for top management.

 **CRO Expert**  
**Bonnier News**

April 2016 - June 2017  
Stockholm, Sweden

Responsible for the CRO-program at Dagens Nyheter and Dagens Industri. Managing every aspect of AB-testing; from analysis and project leading to coding.

One of the toughest tests in my career was done at DI. An 8 hour long test (done 6 times), managed by me and 2 journalists to remove the preamble. It had an increase in articles read by 20%. They have since then added it again (I hope they tested it).

 **CRO Consultant**  
**iProspect**

January 2014 - April 2016  
Stockholm, Sweden

Worked close with my boss who taught me the foundations of AB-testing and CRO. When he left 6 months later, I was the most senior in the agency and managed multiple clients and at the same time held masterclasses for the agency's clients.

Managed multiple AB-testing platforms, and coding in jQuery and JavaScript to manipulate front-end.

Responsible for CRO for clients like Aftonbladet, ComHem, Viking Line, Folksam, Lexington, MQ, Vattenfall, Santander etc

## Skills

### Areas

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- Conversion Rate Optimization (CRO)
- Web Personalization
- Data-driven decision making
- AB-testing
- Web analytics
- Digital Strategy
- CDP
- Quantitative and qualitative user research

### Tools

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- Google Analytics + Stack
- Optimizely
- VWO, Optimize, etc
- Dynamic Yield
- Hotjar
- AirTable

### Certificates

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- Google Analytics
- Optimizely Full stack

## Accomplishments

## CRO Award Winner

Winner at Experimentation Elite 2020 "CRO Practitioner of the year, in-house" for the work done at **TUI**.

[Experimentation Elite](#)

## AB-testing influencer

Selected by Kameleoon as one of 60 influencers world wide you should follow in 2022 - for work done at **Bubbi ai**.

[Blog post](#)

## Podcast features

- CRO för alla - [Digitala Snuttepodden](#)
- Marianne Stjernvall - [Jakten efter Guldet](#)
- TUI - [Digital Marknadsföring](#)
- 6 steps to get your experimental culture running - [CRO Café](#)

## Speaker at events (selection)

- IDGs *Webbdagarna* Stockholm 2018
- *Conversion Jam* Stockholm 2020
- *Experimentation Elite* London 2022
- *Conversion Hotel* Netherlands 2022
- *Digital Marketing Summit* Frankfurt (upcoming)

## Lecturer at schools

- Berghs
- IHM business School
- Hyper Island
- Medieinstitutet
- Data Tjej (Uppsala)
- Handels (School of Economics)

## Other co-operations (selection)

- Jury: Experimental Culture Award 2020
- Course: CRO for startups - Desifer
- Course: Introduction to CRO - *Webbdagarna Academy*
- Speaker: Implementing Personalization - Dynamic Yield and Loop54
- Speaker: Building a culture of experimentation - Optimizely and EpiServer
- Webinar: Creating a data-driven culture - Contentsquare (& Frosmo)

## Recommendations

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### Martin Lundmark

#### Founder - Bubbi.ai

“ In our journey towards building a scalable SaaS solution, Marianne's role is as a strategic advisor. Marianne is involved in our product development, commercialization and the development of our sales process. In all the parts where she is involved, she shows a commitment and business sense that have made her invaluable to us. Marianne has the ability to effectively move between complex and strategic questions to concrete and operative challenges, which is required to manage the fast-moving world in which a startup operates.

### Matthias Mandiau

#### Online Growth Manager - Halebop

“ It's truly inspiring how Marianne can explain something highly technical with words that are easy to understand. That, together with deep technical knowledge, people skill, and business understanding is

how she has made a huge impact on several companies. She helped them to become a lot better at experimentation and data-drivenness. I don't recall knowing anyone else who does this so well like her. She's an inspiring leader and a role model for me for this reason.

## Education

2018 - 2019

### **Spader Ess**

Spader Ess is a leadership program for young female leaders and connected to Ruter Dam. The program strives to educate and contribute so that we can grow faster within the organisation and gives us the right tools to do so.

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2015 - 2016

### **Squared Online**

"The Squared Online Certificate in Digital Marketing is a course with a difference. The award-winning marketing program has been crowdsourced by leading employers to meet the need for high calibre digital talent and leadership" - Squared.

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2011 - 2014

### **Stockholm University**

Bachelor in Computer and System Science, Interaction Design