



Andreas Enemyr

Stockholm, Sweden

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PROFILE

10+ years of shipping digital products. I care about why we build something a certain way -- the product decisions, the UX, the strategy. I love selling things I genuinely believe in. I've designed systems end-to-end for signing platforms, AI tools, CRMs managing businesses with 100M+ SEK in revenue, and Shopify stores with 200M+ SEK in sales. Code is just the tool.

EXPERIENCE

Product Lead @ sajn

2025 -- present

Swedish B2B e-signing platform competing with Scrive and Oneflow

- Grew sajn to 150+ paying customers across Swedish SMB and mid-market segments, running sales cycles end-to-end from outbound through close
- Own product strategy, architecture, and go-to-market for a B2B SaaS targeting Nordic mid-market
- Lead ISO 27001 and eIDAS compliance work, including PDF signing architecture and enterprise security requirements

Founder @ RIBBAN

2020 -- present

Stockholm-based digital product agency, official Shopify Partner

- Built and scaled a Shopify-focused agency from zero, leading pre-sales, technical scoping, and delivery across 20+ client engagements
- Delivered Shopify Plus implementations including international expansion via Shopify Markets for a Swedish D2C brand launching across DACH and Nordic regions
- Architected a CRM handling 100M+ SEK in annual revenue and advised a Shopify merchant generating 200M+ SEK in GMV
- Client portfolio spans D2C, B2B, marketplace, and media verticals across Nordic and international markets
- Built KORALL, an AI product image platform, from model training UX to the generation pipeline

Real Estate Agent @ Fastighetsbyran

2020 -- 2022

- Sold villas and land in Gothenburg and Marstrand
- Most meetings booked among rookies in Vastra Gotaland
- Licensed real estate agent -- high-stakes negotiations and client relationships

EDUCATION

BSc Real Estate Management @ Karlstad University

2018 -- 2021

SKILLS

Technical Discovery & Scoping, API Design & Integrations, Pre-sales, System Design, Product Strategy, UX, E-commerce, Shopify, SaaS, B2B

TypeScript, React, Next.js, Node.js, PostgreSQL, REST/GraphQL, AWS, AI/LLMs

Swedish (native), English (fluent)