Martin Kullander

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EDUCATION

University of California, Berkeley — Berkeley, CA
Visiting Student, Berkeley International Study Program (BISP) — Aug – Dec 2026
- Coursework (18 units): Product Management; Leading High Impact Teams (Haas); Introduction to Artificial Intelligence; Structure and Interpretation of Computer Programs; Brain, Mind, and Behavior

Lund University School of Economics and Management — Lund, Sweden
Master of Science (60 ECTS), Entrepreneurship and Innovation — Aug 2025 – Jun 2026
- Thesis: "New Ventures' Inherent Resilience to the Negative Consequences of Shared Leadership"
- Coursework: Entrepreneurial Finance, Business Model Development, Entrepreneurial Leadership
- Co-founded a venture, validated it with customers, and pitched it to investors and industry experts

Lund University — Lund, Sweden
Bachelor of Arts (180 ECTS), Cultural Sciences, specialization in Digital Cultures — Aug 2022 – Sep 2025
- Qualitative research on how people adopt and use digital technology: online communities, algorithms, consumption
- Electives: Entrepreneurship and Project Management (15 ECTS); 15-ECTS work placement at Your.Rentals

Faculty of Engineering (LTH), Lund University — Civil Engineering coursework — Aug 2020 – Jun 2022
- Calculus, linear algebra, mechanics, thermodynamics; left to pursue business and digital innovation

EXPERIENCE

Spottr — Berkeley, CA
Co-founder — Sep 2026 – Present
- Started at the Berkeley × Google DeepMind Hackathon: gym security cameras that log every set and rep
- Built the computer-vision backend (pose tracking, rep counting, labeling) and led front-end design and logic

OnPar Nordic AB — Berkeley, CA & Lund, Sweden
Founder & Developer — Nov 2025 – Present
- Building an AI golf coach that turns one phone video into a 3D swing analysis and personalized drills
- Developed 3D pose estimation, club tracking, swing scoring, and the full app stack as the only developer
- Designed all UI/UX and branding; own roadmap and go-to-market ahead of the App Store and Google Play launch

Vision — Swedish member organization for white-collar professionals — Lund, Sweden
Campus Recruiter (part-time) — Aug 2024 – Jun 2026
- Pitched Vision's membership on stage to audiences of hundreds of students across southern Sweden
- Recruited new student members, consistently meeting or exceeding engagement targets

Your.Rentals — Malmö, Sweden
Marketing Intern — Feb – May 2024
- Ran SEO and on-page optimization projects that increased the company's search visibility
- Co-developed an automated outreach system for underperforming clients, improving engagement and retention

Sandeplanskolan & Framtidskompassen — Vellinge, Sweden
Substitute Teacher — Aug 2018 – Jan 2020
- Taught students aged 5–16, independently planning and leading lessons for older classes
- Part of a three-person team supporting students with neurodiverse conditions

LEADERSHIP & ACTIVITIES

Lundakarnevalen — Lund Carnival, one of Sweden's largest student events — Lund, Sweden
Head of Audience & Safety, Lundakarnevalens Spex — Jan – May 2022
- Led 15 volunteers running entry, crowd flow, and safety for 17,000+ visitors over one weekend without incident
- Built entry, security, and emergency-response procedures with other carnival departments

Radio AF — Sweden's largest student radio station — Lund, Sweden
Producer & Host — Oct 2023 – Dec 2024
- Produced and hosted weekly live segments, handling content planning and guest booking

ADDITIONAL INFORMATION

Languages: Swedish (native), English (C2), German (B2)
Technical: Python, full-stack mobile development, computer vision, UI/UX design, SEO