

Mohammed Barzinje

Esports Enthusiast / Product Manager

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Summary

With a journey rooted in a passion for leadership, strategic planning, and marketing, I have built a career at the intersection of technology, esports, and brand growth. My experience spans from founding and scaling an esports organization to managing products for the world's largest gaming festivals. I possess a proven track record in cross-departmental collaboration, data-driven product development, and large-scale event optimization.

Experience

Jun 2025 – **Founder, ReddMaten, Fredrikstad/Sarpsborg**

Present ReddMaten is a marketplace connecting farmers directly with consumers to sell "imperfect" produce, reducing food waste and supporting local agriculture.

- Established the business vision and operational framework to make fresh, affordable food accessible.
- Connected local farmers with a broader consumer base, bypassing traditional supermarket standards.

Jan 2015 – **Founder & General Manager, RIDDLE ESPORTS, Sarpsborg**

Jul 2025 Built the organization from the ground up into one of Northern Europe's largest esports clubs (10+ years).

- **Strategic Leadership:** Fostered a culture of excellence, driving the club's growth and brand recognition across the region.
- **Team Management:** Oversaw all daily operations, including logistics, staff recruitment, and contract negotiations.
- **Competitive Excellence:** Led the team to victory in the Northern League of Legends Championship, becoming the first Norwegian team to qualify for the prestigious EU Masters.
- **Commercial Growth:** Cultivated strategic partnerships and secured sponsorships to drive significant revenue growth.

Dec 2024 – **Customer Relations Manager & Social Media, Felgteknikk Norge AS**

- Jun 2025
- Developed and executed social media strategies to enhance brand presence.
 - Managed customer relationships to foster brand loyalty and drive engagement.

May 2023 – **Senior Product Manager, ESL FACEIT Group - EFG, Riyadh Region, Saudi Arabia**

Mar 2024 Contributed to the Gamers8 project and Esports World Cup, managing large-scale tournament ecosystems.

- Assisted in developing project vision and strategy for multi-week esports festivals.
- Collaborated with cross-departmental teams to organize online competitions and optimize event execution.
- Utilized data analysis to inform product development within the Gamers8 ecosystem.

- Dec 2021 – **Paid Search Coordinator**, *s360*, Moss
- May 2023 Specialist at an award-winning performance marketing agency.
- Managed a diverse client portfolio, including **Toyota Norway**, focusing on increasing website traffic.
 - Delivered strong Return on Ad Spend (ROAS) through data-driven campaign optimization.
 - Contributed to a team recognized by multiple European Search Awards.
- Sep 2020 – **Market Manager**, *Microsoft*, Oslo
- Dec 2021
- Oversaw operations for over 30 retail stores.
 - Developed marketing strategies and consistently exceeded sales targets.
- Jan 2020 – **Retail Management Specialist**, *Sennheiser*, Oslo
- Apr 2020 Focused on retail operations and brand representation.
- Aug 2019 – **Esports Coach**, *Frederik II Upper Secondary School*, Fredrikstad
- Sep 2020 Coached competitive esports teams within an educational framework.
- Mar 2017 – **Part-time Employee**, *Telenor*
- Mar 2019
- Feb 2014 – **Sales Associate**, *POWER Norge AS*, Fredrikstad
- Mar 2017

Education

- 2014 – 2017 **Bachelor in Information Systems**, *Østfold University College (HiØ)*
- 2012 – 2014 **Upper Secondary School**, *St. Olav Videregående skole*
- Focus: Economics, Media, and Information Technology (International English)

Key Skills

- Core Marketing, Esports Management, Strategic Partnerships, Product Management, Retail Management, Paid Search (SEM), Leadership
- Languages Kurdish (Native/Bilingual), Norwegian (Native/Bilingual), English (Native/Bilingual), German (Limited), Arabic (Limited)