Marcel Thiemann

DIGITAL TRANSFORMATION SPECIALIST | CSPO®

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SUMMARY

Product specialist and developer with a background in strategic marketing. Collaborative self-starter and problem solver with a strong customer focus and an analytical mindset. Experience with Fortune 500 as well as Small and Medium Companies.

SKILLSET

Professional Skills Agile, Design thinking, Product management, Data analytics, Market research
Programming Languages & Engineering Skills JavaScript, MERN-stack, SQL/NoSQL, HTML/CSS
Technologies Digital reality, Connectivity platforms, APIs, IoT, Enterprise business technology

PROFESSIONAL EXPERIENCE

Digital Project Lead   10/2020–ongoing
PATIO Interactive, Inc.   Toronto, ON, Canada
- Managing project-based, cross-functional teams of digital consultants, designers, and software developers
- As product owner, supporting the broader team in understanding the client's business challenges & goals

Product Engagement Lead   10/2017–02/2020
Xapix, Inc.   San Francisco, CA, USA
- Led go-to-market and product launch for an enterprise software product in the mobility space
- Cross-functional position: Product development, product marketing, and business strategy responsibilities

Digital Strategist   09/2013–08/2015
Glanzer + Partner   Stuttgart, Germany
- Key team member in the company's digital unit. Focused on new business efforts and C-level presentations.
- Planned integrated digital strategies for products and services in the automotive and technology sectors

EDUCATION

Quantic School of Business & Technology   03/2021–ongoing
Master of Business Administration   Washington, DC, USA
Expected graduation: March 2022

Berlin University of the Arts   10/2015–09/2017
Communication in Social and Economic Contexts, Master of Arts   Berlin, Germany
Concentration: Design thinking, technology marketing, political communication

University of Hohenheim   10/2010–09/2013
Communications, Bachelor of Science   Stuttgart, Germany
Concentration: Political communication, quantitative research, statistics

CERTIFICATIONS

Scrum Alliance   valid through 03/2023
Certified Scrum Product Owner   Credential ID 1345110

University of Toronto   05/2020–08/2020
Full Stack Coding, Certificate   Toronto, ON, Canada
Focus: Software development, computer science basics, frontend & backend technologies