

Marcel Thiemann

DIGITAL TRANSFORMATION & PRODUCT DEVELOPMENT

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SUMMARY

Product and software developer with a background in digital marketing and strategy. Successfully launched a new IoT enterprise software product (connectivity platform) in Silicon Valley. Attracted customers like Mercedes-Benz and BMW while leading a \$2M seed funding round. Passionate about approaching product challenges by leveraging technical skills and cross-functional collaboration. 7 years of experience in the software and connectivity spaces. Experience with Fortune 500 as well as Small and Medium Companies.

SKILLSET

Professional skills Product Management, Data analysis, Project management, Design thinking, Strategic methods

Programming languages JavaScript, SQL, HTML/CSS

Technologies Digital marketplaces, Connectivity platforms, APIs, IoT, Enterprise software, Databases

RELEVANT EXPERIENCE

Product Engagement Lead

10/2017–02/2020

Xapix, Inc.

San Francisco, CA, USA

Led go-to-market and product launch for a novel software product in the connectivity space (SaaS, API marketplace). Covered North American and Western European markets. Senior position leading a team of four.

- Cross-functional position: Product management, product marketing, and business strategy responsibilities
- Drove product roadmapping by identifying viable use cases and features by engaging with stakeholders
- Co-led work on product market fit, business planning, and financial modelling with co-founder
- Validated new use cases and conducted extensive market research, facilitating scale-up of the product
- Closed collaborations with Fortune 500 companies, resulting in three pilots and one production project

Strategy & Client Management Associate

02/2016–09/2017

Leo Burnett iQ

Berlin, Germany

Drove digital product development in a team of senior client managers & strategists for a Global Fortune 500 client. Focused on new business efforts. Led team education by designing and conducting workshops.

- Created high profile pitch and executive presentations for C-level purposes
- Focused on digital services development and service design with a global project scope

ADDITIONAL EXPERIENCE

Glanzer + Partner

Digital Strategist

2013–2015 | Stuttgart, Germany

Brands I've worked with

Mercedes-Benz, BMW, Goodyear, Verizon, Deutsche Telekom, SAP

EDUCATION

University of Toronto

05/2020–08/2020

Full Stack Coding Certificate

Toronto, ON, Canada

Focus: Software development, computer science basics, frontend & backend technologies

Berlin University of the Arts

10/2015–09/2017

Strategic Communication and Planning, Master of Arts

Berlin, Germany

Interdisciplinary program; concentration: Business strategy, design thinking, technology marketing

University of Hohenheim

10/2010–09/2013

Communications, Bachelor of Science

Stuttgart, Germany

Concentration: Quantitative research, statistics, data analytics