

Marcel Thiemann

DIGITAL PRODUCT LEAD | MBA CANDIDATE | CSPO®

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SUMMARY

Digital Product Lead who is helping Fortune 500 companies create delightful digital experiences delivered by state-of-the-art technical platforms. 7+ years of experience building engaging digital products for a variety of audiences with an international background in strategic communication and web development.

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 Product Lead

ASTOUND Group

10/2020–ongoing

Toronto, ON, Canada

- Leading and managing cross-functional product teams in the development of technical applications
- At the intersection of product development, development management, and technical project management, leveraging Design Thinking and Agile Methodologies to create delightful virtual experiences

Product Engagement Lead

Xapix, Inc.

10/2017–02/2020

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

Glanzer + Partner

09/2013–08/2015

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

Master of Business Administration

Expected graduation: March 2022

03/2021–ongoing

Washington, DC, USA

Berlin University of the Arts

Communication in Social and Economic Contexts, Master of Arts

Concentration: Design thinking, technology marketing, political communication

10/2015–09/2017

Berlin, Germany

University of Hohenheim

Communications, Bachelor of Science

Concentration: Political communication, quantitative research, statistics

10/2010–09/2013

Stuttgart, Germany

CERTIFICATIONS

Scrum Alliance

Certified Scrum Product Owner

valid through 03/2023

Credential ID 1345110

University of Toronto

Full Stack Coding, Certificate

05/2020–08/2020

Toronto, ON, Canada