Marcel Thiemann

MOBILITY TRANSFORMATION & SOFTWARE DEVELOPMENT

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SUMMARY

Technology professional and developer with a background in product and strategy. Successfully launched a new B2B brand and enterprise software product in Silicon Valley. Attracted customers like Mercedes-Benz and BMW while leading a $2M seed funding round. Passionate about approaching programming challenges from a business angle and leveraging cross-functional collaboration. 7 years of experience in the mobility, technology, and enterprise software spaces. Experience with Fortune 500 as well as Small and Medium Companies.

TECHNICAL SKILLS

Languages JavaScript, HTML/CSS,, Java, SQL
Technologies React, MERN Stack, Node.js, APIs, Databases, Content Management Systems (Netlify)

RELEVANT EXPERIENCE

Product Engagement Lead   10/2017–02/2020
Xapix, Inc.   San Francisco, CA, USA
Led go-to-market and brand building for an enterprise software product in the mobility space. Covered North American and Western European markets. Senior position leading a team of four.
- ○ Product development, product marketing, and business strategy responsibilities
- ○ Closed collaborations with Fortune 500 companies, resulting in three pilots and one production project
- ○ Co-led fundraising process and pitched to investors in Silicon Valley, resulting in $2M of seed funding

ADDITIONAL EXPERIENCE

Leo Burnett iQ	Strategy & Client Management Associate	2016–2017	Berlin, Germany
Glanzer + Partner	Digital Strategist	2013–2015	Stuttgart, Germany
Brands I've worked with	Mercedes-Benz, BMW, Goodyear, Verizon, Deutsche Telekom, SAP	

PROJECTS

Ecoroute | github.com/titanian229/ecoroute | titanian229.github.io/EcoRoute
- ○ A mobility application and route planner that displays the CO_2 impact of different modes of transport.
- ○ Responsibilities: Team project; project planning, core JavaScript around CO_2 calculation, styling/UI
- ○ Technologies: HTML, CSS, JavaScript

Fitness & Lifestyle Portal | github.com/fit-n-risju/website-cms | fitnrisju.netlify.app
- ○ A content portal around fitness and lifestyle topics to educate and engage with users.
- ○ Responsibilities: Solo project; entire project planning, management, setup, and execution.
- ○ Technologies: React, Gatsby, Netlify, HTML, CSS, JavaScript

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
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