

Marcel Thiemann

MOBILITY TRANSFORMATION & SOFTWARE DEVELOPMENT

[linkedin.com/in/marcelthiemann](https://www.linkedin.com/in/marcelthiemann) | github.com/cestmarcel | Portfolio: marcelthiemann.com/uoft-portfolio

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 HTML, CSS, JavaScript, Java, SQL, React, MERN Stack

Technologies APIs, Databases, Content Management Systems, Netlify, Node.js

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 | ecoroute.com

- A mobility application and route planner that displays the CO₂ impact of different modes of transport.
- Responsibilities: Team project; project planning, wrote core JavaScript around CO₂ calculation
- Technologies: HTML, CSS, JavaScript

Fitness & Lifestyle Portal | github.com/fit-n-risju/website-cms | fitnrisju.com

- 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 Arts

Stuttgart, Germany

Concentration: Quantitative research, statistics, data analytics