

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 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—CO₂ route planner | github.com/ecoroute/ecoroute | go-ecoroute.com

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

TravelMag | <https://github.com/Damon-Zhong/Travel-Mag> | <https://shielded-sierra-26115.herokuapp.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 Science

Stuttgart, Germany

Concentration: Quantitative research, statistics, data analytics