

# Marcel Thiemann

## MOBILITY TRANSFORMATION & SOFTWARE DEVELOPMENT

[linkedin.com/in/marcelthiemann](https://www.linkedin.com/in/marcelthiemann) | [github.com/cestmarcel](https://github.com/cestmarcel) | Portfolio: [marcelthiemann.com/uoft-portfolio](https://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](https://github.com/titanian229/ecoroute) | [titanian229.github.io/EcoRoute](https://titanian229.github.io/EcoRoute)

- A mobility application and route planner that displays the CO<sub>2</sub> impact of different modes of transport.
- Responsibilities: Team project; project planning, core JavaScript around CO<sub>2</sub> calculation, styling/UI
- Technologies: HTML, CSS, JavaScript

**Fitness & Lifestyle Portal** | [github.com/fit-n-risju/website-cms](https://github.com/fit-n-risju/website-cms) | [fitnrisju.com](https://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