Marcel Thiemann

MOBILITY TRANSFORMATION & SOFTWARE DEVELOPMENT

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 CO_2 impact of different modes of transport.
- ○ Responsibilities: Team project; project planning, wrote core JavaScript around CO_2 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   10/2020–09/2013
Communications, Bachelor of Arts   Stuttgart, Germany
Concentration: Quantitative research, statistics, data analytics