

# Marcel Thiemann, MBA

**DIGITAL PRODUCT LEAD | CSPO®**

[www.linkedin.com/in/marcelthiemann](http://www.linkedin.com/in/marcelthiemann) | [www.github.com/cestmarcel](http://www.github.com/cestmarcel) | [www.marcelthiemann.com](http://www.marcelthiemann.com)

## SUMMARY

Digital Product Lead who is helping Fortune 500 companies create delightful digital experiences delivered by state-of-the-art technical platforms. 7+ years of experience building engaging digital products for a variety of audiences with an international background in strategic communication and web development.

## SKILLSET

**Professional Skills** Agile, Design Thinking, Product Management, Data Analytics, Market Research

**Programming Languages & Engineering Skills** JavaScript, MERN-Stack, SQL/NoSQL, HTML/CSS

**Technologies** Digital Reality, Connectivity Platforms, APIs, IoT, Enterprise Business Technology

## PROFESSIONAL EXPERIENCE (SELECTION)

<b>Digital Product Lead</b> ASTOUND Group	10/2020–ongoing Toronto, ON, Canada
<ul style="list-style-type: none"><li>- Leading and managing cross-functional product teams in the development of technical applications</li><li>- At the intersection of product development, development management, and technical project management, leveraging Design Thinking and Agile Methodologies to create delightful virtual experiences</li></ul>	
<b>Product Engagement Lead</b> Xapix, Inc.	10/2017–02/2020 San Francisco, CA, USA
<ul style="list-style-type: none"><li>- Led go-to-market and product launch for an enterprise software product in the mobility space</li><li>- Cross-functional position: Product development, product marketing, and business strategy responsibilities</li></ul>	
<b>Digital Strategist</b> Glanzer + Partner	09/2013–08/2015 Stuttgart, Germany
<ul style="list-style-type: none"><li>- Key team member in the company's digital unit. Focused on new business efforts and C-level presentations</li><li>- Planned integrated digital strategies for products and services in the automotive and technology sectors</li></ul>	

## EDUCATION

Quantic School of Business & Technology <b>Master of Business Administration</b> Focus: Strategy, Innovation, Project Management	02/2021–03/2022 Washington, DC, USA
Berlin University of the Arts <b>Master of Arts, Strategic Communication and Planning</b> Concentration: Design Thinking, Technology Marketing, Political Communication	10/2015–09/2017 Berlin, Germany
University of Hohenheim <b>Bachelor of Science, Communications</b> Concentration: Political Communication, Quantitative Research, Statistics	10/2010–09/2013 Stuttgart, Germany

## CERTIFICATIONS

Scrum Alliance <b>Certified Scrum Product Owner</b>	valid through 03/2023 Credential ID 1345110
University of Toronto <b>Full Stack Coding, Certificate</b>	05/2020–08/2020 Toronto, ON, Canada