

MARC-ROBIN GRUENER

Selected Professional Experience

Biddit.app – Semester Planning Tool St. Gallen (Switzerland)
Co-Founder Since July 2021

- Initiated, conceptualized, developed, and scaled tool as a team of 2 which became integral part of the preparation for the upcoming semester for almost half of the HSG
- Negotiated & completed sale of Biddit.app to the SHSG

University of St. Gallen St. Gallen (Switzerland)
Assistant - Bidding Reform Project Since Feb 2022

- Helping shape the vision for the new bidding system from the student perspective
- Built & tested prototypes with students, and communicated the results to the project management which identified key opportunities the team is focusing on now

Veezoo – Business Intelligence Startup Zurich (Switzerland)
Business Development & Product Management Intern Feb 2021 – Sep 2021

- Crafted and successfully implemented sales strategies & tactics that resulted in trials
- Built, with the dev team, an open demo suite to improve top of the sales funnel

ApexDrop – Influencer Marketing Startup Erie, PA (USA)
Business Development & Go-To-Market Consultant Sep 2019 – Dec 2019

- Analyzed client data and identified customer segment with +103% revenue potential
- Created and introduced, with COO, new services, resulting in additional revenue

Institute on Healthcare Directives – MedTech Startup Erie, PA (USA)
Business Development Intern May 2019 – Aug 2019

- Created scalable system to offer new service by automating evaluation of medical forms, resulting in strategic sale with leading nursing home chain & 80% cost savings
- Conducted data analysis showing 64% of patients improve their treatment decisions regarding after receiving service
- Prepared, with CEO, financial analysis for major strategic & investment partnership

Nibble Nutrition – Nutrition Analytics Startup Erie, PA (USA)
Business Development Intern Oct 2018 – May 2019

- Gathered qualitative and quantitative user insights, turned them into prototypes and validated them with users to design new features with CTO that increased user value
- Formulated strategy, leading to pivot of strategy to focus on diabetic nutritional management & a partnership with local YMCA (national health club chain in the U.S.)

Additional Experience, Qualifications and Certificates

Data Science & Technology Club @ HSG St. Gallen (Switzerland)
Participant | AI & ML Project Group Lead | Board Member Since Feb 2021

- Prepared & managed a joint project group with IBM and presented the results to >230 international IBM employees (17 students built an NLP tool to detect personal identifiable information for the company)
- Created ML software solution for IBM with a team of 5 that analyzed millions of server temperatures for anomalies using statistical and machine learning models (responsible for data pipelines, LSTM models, product management, and UX/UI)

University of Michigan @ Coursera

Python for Everybody Specialization (5 Courses; 100% with Honors) Jun 2020
Python 3 Programming Specialization (5 Courses; 100%) Nov 2020

Duke University @ Coursera

Data Science Math Skills (100%) Nov 2020

Projects

- Participated in START HACK 2022 with a team of 3 and created concept and prototype for SWITCH.EDU to help Swiss high school students discover and find the right university
- Launched platform for students and young professionals to discover exciting challenges such as hackathons
- Participated in the START HACK 2021 with a team of 3 and developed a health platform for Helsana that focused on gamification, curated content, and user health data
- Used web scraping and network graphs to analyze the investment portfolios of German VCs, accelerators, and incubators (Python, BeautifulSoup, NetworkX, Plotly, and SQLite)



Education

MA Business Innovation Candidate

Since Sep 2020
University of St. Gallen
Current grade: 5.67

BSc International Industrial Management

Oct 2015 – Feb 2020
Hochschule Esslingen (Germany)
Grade: 5.4 (Top 10%)

BSc Business Administration

Jan 2018 – Feb 2020
Gannon University
Grade: 5.9 with Honors


Languages

German Native

English bilingual proficiency

French elementary proficiency

Contact

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 github.com/MarcGruener