CERTIFICATE

DIGITAL PRODUCT SCHOOL

MARCO MAHLING

completed the interdisciplinary program **Digital Product School** from

January 04 - March 28, 2019 as a **Product Manager** of team **InSure.**

ABOUT

Digital Product School is a program by UnternehmerTUM GmbH in cooperation with Zentrum Digitalisierung Bayern. Designed as a 3 month full-time program, DPS combines workshops and coaching with hands-on experience in digital product development. Students and recent graduates work together in interdisciplinary teams with employees of our partner companies to develop digital solutions for problem spaces focused around mobility and transportation.

MARCO DEVELOPED COMPETENCIES IN THE FOLLOWING FIELDS

Applying Design Thinking methods
Agile product development
Working according to the Scrum framework (backlog, prioritization, planning, daily stand-ups, reviews, retrospectives)
Interdisciplinary teamwork
Preparing and conducting problem interviews
Preparing and conducting usability tests
Risk validation through experiments
User Story Mapping
Low- & Hi-Fi prototyping
Prioritizing opportunities
Performance Marketing/Facebook Advertising

Steffen Kastner, Head of Product Management

Munich, March 28th, 2019