



Bruno MUELLER

Dipl. Ing. Bruno Müller

AMI CAPITAL GmbH

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We support Entrepreneurs on their way to success (Improving Companies Financial Performance)

Business Development, Business Enabling, Market Entry, Technology Consultant,
Financing, Start-Up Facilitator,
Interim Management, Key Note Speaker

PROFILE:

GUEST LECTURER (Business Model Generation, Market Niche Deployment)

BUSINESS ENABLER (International Networker and experienced Negotiator, Market Entry Specialist)

TECHNOLOGY CONSULTANT (Smart Systems, ICT, Semiconductors, Cleantech, Telematic, Robotic)

TUTOR-TEACHER (Mentor, Coach, Motivational Trainer, Teambuilding, International Project Management)

PUBLIC SPEAKER (Facilitator, Past President at Munich Media Speakers, a Toastmasters International Club)

Curriculum Vitae

JOB HISTORY and DEVELOPMENT

2011- today MANAGING DIRECTOR at AMI-Partners (www.amipartners.de)

2003 - today ASSOCIATE PARTNER at listérus & partners (www.listerus.com)

GUEST LECTURER (Business Model Generation, Blue Ocean Strategy, Business Strategy)

AUDITOR "IT- Professionals" (German Chamber of Commerce IHK)

CERTIFIED START-UP COACH & AUDITOR

SPEAKER (Entrepreneurship, Leadership, Business & Marketing Presentation, Key Notes)

ENTREPRENEUR "Bruno.MUELLER" (www.BrunoMUELLER.com)

2002 Educational Sabbatical

1984 – 2001 Infineon Technologies AG/ Siemens AG www.infineon.com

1998 – '01 GLOBAL ACCOUNT DIRECTOR

Client: Flextronics International Inc. (Electronic Manufacturing Services)

Responsibilities: Budget: 89 mio Euro

Regions: (USA, Europe, Asia)

1996 – '98 KEY ACCOUNT MANAGER

Client: Siemens AG (Enterprise Systems & Networks)

Responsibilities: Budget: 35 mio Euro; Sales, System- Engineering, Product Definition

Regions: (Europe, USA)

1994 – 96 ACCOUNT MANAGER

Client: Siemens AG (Telecommunications & Networks)

Responsibilities: Systems- Engineering, Business Development, Product Definition

Regions: (Germany, USA)

1992 – 93 ACCOUNT MANAGER

Client: Siemens AG (Mobile Communications Division)

Responsibilities: Budget: 30 mio Euro, Demand Fulfillment, Demand Creation
Region: (Germany, Europe)

1986 – '91 **MARKETING EXECUTIVE** (Siemens Semiconductor Ltd. In London)
Clients: Telecommunications-, Networking & Computer Firms
Responsibilities: Market-Entry, Demand-Creation, Systems- Engineering
Region: (United Kingdom, Ireland - *Resident in London*)

1984 – '86 **PRODUCT MARKETING ENGINEER**
Clients: Telecommunications- & Computer Industry
Technology: Integrated Circuits for Digital Communications
Responsibilities: Market- Entry, Business Development, Systems- Engineering
Regions: (Germany, Europe)

PROJECTS:

2003 – today [Bruno.MUELLER](#) “The Business Enabler Company”
2006 – today Vice President PR/ Marketing at Toastmasters International (www.toastmasters.org)
2009 – 2010 Start- Up/ Founder & President of (NPO) Munich Media Speakers (www.munichmediaspeakers.de/)
2007 – 2009 Start- Up of (NPO)/ Munich Business Speakers (www.munich-business-speakers.de/)
2006 – 2007 Market Entry/ “M2M” Mobile Communications Technologies with Teltonika (www.teltonika.lt)
2003 - 2006 Market Entry “Ramp up/ ” Web 2.0 Technology with adward AG/ Netenviron GmbH
2000 Global Business Analysis/ “Bill-of-Material” of Flextronics International Inc.
1998 Business Analysis/ “Bill-of-Material”. Siemens Private Network Division
1996 Market-Analysis/ Telecom Market South- Africa
1992 Market-Analysis/ Telecom Market Australia
1986 – '1991 Market-Entry, Demand Creation/ Integrated Circuits for Digital Communications in United Kingdom
1984 University of Applied Science/ Diploma (Simulation of Digital Control Loops, -Cycles)

EDUCATION:

2010 Founder & President/ Munich Media Speakers
2009 Competent Communicator & Leader/ Toastmasters International
2007 Technical University Munich (TUM), Prof. Kaserer/ Innovative Business Financing
2002 Wildner Akademie Munich/ Web Content Management
1994 IHK Munich/ Business Management
1984 University of Applied Science; Duesseldorf/
Diploma: Dipl. Ing. Elektrotechnik (Electrical Engineering, Communications, Energy, Power)

REFERENCES:

Available on request