
Markus C. Mueller

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Profile

15 years experience as sales orientated CEO in ITC market in Germany and the US. Strength in entrepreneurship, sales and business development in new markets. Highly motivated, entrepreneurial manager with experience in building international and national networks in political and business environments.

Work experience

Since 04/2017

Starwings GmbH / Munich, Zurich
Entrepreneur

With starwings we support purpose driven people, startups and organizations to break new grounds for a better world

04/2015 – 12/2015

Interim Management / Consulting / Board positions
Consulting: SOTI, Inc. / HQ: Canada

Found a new Managing Director for Germany/Austria/Switzerland; new team-setup for those markets, new sales and partner strategy

Board Member: baimos GmbH / HQ: Munich, Germany
Support in finding a new lead investor (successful)

01/2014 – 04/2015

BlackBerry Ltd. / London
Senior Vice President & Regional Managing Director Europe

Responsible for all of Europe – focus on sales. Revenue and P&L responsibility of over \$1b with a few hundred employees (direct line) and a few thousand dotted line

- Successful job reduction as part of a larger restructuring effort to focus on software rather than hardware in all European countries with focus on France, Germany, Italy and the UK
- Re-focusing the sales teams from hardware to software through training efforts and new strategic direction
- Frequent press contact in the major European countries to position BlackBerry as trustworthy and stable partner
- Numerous internal and external employee- and customer events in all countries to countermand the difficult public opinion about BlackBerry
- Reached revenue and profit targets in the most important European markets in Fiscal Year 2015

- 05/2013 – 01/2014 **BlackBerry Germany GmbH** / Dusseldorf, Germany
Vice President & Managing Director Germany
Responsible for all of Germany (one of 6 focus countries worldwide)
Focus on sales. P&L responsibility of a few hundred Mio EUR
- After failed job reduction project of the predecessor re-integration of half of the team (new team structuring for Germany/Austria/Switzerland)
 - Team building efforts to enhance motivation and productivity for the entire Germany team
 - Introduction of Salesforce.com for sales and marketing in Germany/Austria/Switzerland
 - Winning (back) major industrial customers through CIO/C-Level presentations
 - Introduction of Customer-Advisory-Boards to enhance customer engagement
 - Involved in selling the BlackBerry Development Center in Bochum with 300 employees to Volkswagen Infotainment GmbH
- 06/2011 – 04/2013 **Research In Motion/BlackBerry** / Munich (Germany)
Senior Director Enterprise Sales Central Europe
Integrated ubitexx into Research In Motion in the first 12 months after acquisition. Then joined the Central European Management Team: leading all enterprise sales activities as well as channel/indirect sales in all of Central Europe
- 08/2002-05/2011 **ubitexx GmbH** / Munich (Germany) and Boston (USA)
Founder and CEO
Founding, growing and leading a “mobile device management” software company for Smartphones. 45 employees, development office in Ukraine, sales office in Boston
Responsible for sales, business development, strategy, investor relations and HR
- Implemented CRM and reporting tool for sales team in Germany and the US, won over 200 high profile customers (i.e. Pfizer Germany, Volkswagen, Audi....)
 - Developing company from service to product vendor, achieved market leadership in german-speaking countries
 - Closed strategic partnerships with Microsoft, HTC, Deutsche Telekom, Vodafone, BT and IBM
 - Created new SaaS product offering (Software as a Service) and generated despite economy downturn 30% revenue growth
 - Secured over EUR 4 Mio venture capital through roadshow and presentation of business case
 - Sold company to BlackBerry/Research In Motion in May 2011

Education

- 02/2002 Admitted to the bar as **lawyer**
- 11/1999 – 11/2001 **Freestate of Bavaria**
Clerkship / 2. State bar
- 11/1995 – 10/1999 **Ludwig Maximilian University**, Munich
Law 3.-9.Semester, 1. State bar
- 11/1994 – 10/1995 **University Bayreuth**
Law 1.-2.Semester

Further education

2000	presentation techniques for lawyers
2000	communication skills for lawyers
2005	presentaion techniques „PowerTalk“ with Andreas Mildner
2006	sales training with Hermann Scherer
2007	leadership training – Steelcase Academy
2008	self development with Jens Corssen
2013	internal management coaching with Steve Capelli

Voluntary activities

since 04/2017	Hospizdienst DaSein e.V. / Munich Chairman of the board Ambulant terminal care association
since 06/2015	Spitex / Switzerland Terminal Care Pro bono support of people with terminal illnesses
01/2009-12/2011	Boston World Partnership Connector Initiative of Boston’s Mayor, improve image of Boston Region. One of 100 young top performers (Connectors)
11/2007-11/2008	UNI – Das Unternehmerinstitut / Berlin Member Advisory Board Think Tank of Entrepreneur Organization „Die Familienunternehmer“ and „Die Jungen Unternehmer“
11/2005 – 11/2008	Die Jungen Unternehmer - BJU / Berlin National Vice President German young entrepreneurs organization with 1,500 members in 11 provincial and 48 regional districts in all of Germany http://www.bju.de member of executive committee, responsible for politics, Europe and regional activities <ul style="list-style-type: none"> • Presentations, participation in TV and Radio interviews as well as in Online and Print Media • Frequent meetings with young national politicians of the German Parliament • Managing the provincial executives of the organization • Moderation of all national events with celebrities like Josef Ackermann (CEO Deutsche Bank), Guido Westerwelle (Party Leader FDP), Peer Steinbrück (Minister of Finance), Wolfgang Schäuble (Minister of the Interior Germany) • Vice President of the european confederation YES with over 40,000 members in all of Europe

Awards

2007	Finalist best Microsoft Worldwide Partner mobile solutions (Denver, USA)
2007	European ICT Prize of the EU Commission (Paris, Hannover)
2008	German Internet-Prize (Stuttgart)
2009	Member of “BizSpark ONE” by Microsoft (30 hottest startups worldwide)
2011	Computerweek: Top 100 most influential people in IT in Germany

Language skills	German: mother tongue
	English: business fluent