



# Bruno MUELLER

## Dipl. Ing. Bruno Müller

AMI CAPITAL GmbH

Associate partner at listérus & partners CORPORATE ADVISORS

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### **We support Entrepreneurs on their way to success (Improving Companies Financial Performances)**

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

#### **PROFILE:**

# BUSINESS ENABLER (International Business Development and experienced Negotiator)

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

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

# PUBLIC SPEAKER (Facilitator, President at Munich Media Speakers, Toastmasters International)

#### **Curriculum Vitae**

#### **JOB HISTORY and DEVELOPMENT**

**2011- today** MANAGING DIRECTOR at AMI-Partners ([www.amipartners.de](http://www.amipartners.de))  
(See also: [Bruno.MUELLER](#))

**2003 - today** ASSOCIATE PARTNER at listérus & partners ([www.listerus.com](http://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, Key Notes)  
ENTREPRENEUR "Bruno.MUELLER" (Startup Trainer, Facilitator)  
EVALUATOR/ TEACHER (IHK IT- Professionals)

2002 Educational Sabbatical

1984 – 2001 Infineon Technologies AG/ Siemens AG [www.infineon.com](http://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](http://www.toastmasters.org))  
2009 – 2010   Start- Up/ Founder & President of (NPO) Munich Media Speakers ([www.munichmediaspeakers.de/](http://www.munichmediaspeakers.de/))  
2007 – 2009   Start- Up of (NPO)/ Munich Business Speakers ([www.munich-business-speakers.de/](http://www.munich-business-speakers.de/))  
2006 – 2007   Market Entry/ “M2M” Mobile Communications Technologies with Teltonika ([www.teltonika.lt](http://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