

Udo Müller

Founder and Chief Executive Officer (CEO) of Ströer

Udo Müller was born in 1962 in Rüdesheim. At the young age of 19, he managed his first publishing house. Following his medical degree, he founded the advertising agency Lunenburg & Partner in 1985, at the time one of Berlin's leading agencies. With the foundation of Lunenburg & Partner Mediaservice GmbH in 1987, he entered the field of out-of-home advertising. In 1990, he teamed up with Heinz W. Ströer to open up new outdoor advertising markets with Ströer City Marketing GmbH (later renamed Ströer Out-of-Home Media AG). The first success was the acquisition of extensive advertising rights in East Germany after the fall of the Berlin Wall. After the company became Ströer Out-of-Home Media AG in 2002, Udo Müller advanced the growth of the company with the takeover of Deutsche Städte Medien (2004) and Deutsche Eisenbahn Reklame (2005). In 2010, he accomplished the Initial Public Offering of the company. In 2011, Müller was appointed Senator h.c. by the German Association for Small and Medium-sized Businesses (Bundesverband mittelständische Wirtschaft, BVMW) as recognition for this exemplary merits for medium-sized-businesses as well as his outstanding entrepreneurial achievements. Under Udo Müller's leadership, Ströer Group became one of Europe's leading outdoor advertisement companies. In 2012, Udo Müller added online marketing to the company's portfolio. In pursuing online marketing, Müller has turned Ströer into an independent sales house with a comprehensive portfolio. In 2017, the successful expansion of the Ströer product portfolio into the field of dialogue media took place.

Ströer clearly focuses on its strategic goal of being the most customer-centric media company with a vertically integrated portfolio of branding, performance and dialogue products.