

A portrait of Andreas Mueller, a middle-aged man with a shaved head and light beard, wearing a blue and white checkered button-down shirt. He is looking slightly to the right of the camera. The background consists of large green monstera leaves and a wooden curtain. The image is framed by a teal diagonal shape.

Andreas Mueller

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Personal Profile

- Enthusiastic, persuasive leader and team builder of high performance teams
- Energetic business person with a strong sales and marketing base coupled with a proven strategic orientation
- Communication skills as well as problem solving skills at both a strategic and functional level
- Ability to deliver results under pressure and adapt to changing business requirements
- Adaptable and versatile in dealing with challenges and opportunities
- Passion for the business, able to inspire, motivate and develop individuals
- Ability to adapt to changing markets and to guide organization to stable sales and profit growth
- Competency at an executive level in: forecasting revenue and result; creating quota plans to ensure goal achievement; leveraging strategic advantages

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Experience and Achievements

- Leadership of a global organization with the development and implementation of a new vision, mission and strategy
- Successful change management with 2 private equity ownerships
- Development and execution of successful global sales strategies, growth targets and account strategies
- Leading an international sales team with over 200 people plus additional responsibilities for marketing, warehouse, logistics, IT, controlling, HR and technical support to exceed revenue and profit plans
- Management of budgets and P&L
- Problem solving in complex sales situations including customer partnerships in product development from supply to demand driven
- Development and implementation of global CRM system
- Development and implementation of successful sales and marketing strategies in different markets (Germany, USA, Canada and Mexico) and in different market segments with accelerated growth in sales and operating result
- Sales and EBITDA performance increase through sales funnel management with double digit increases in the last 6 years
- Development and execution of short-term and long-term sales and marketing strategies for Canada and Mexico
- Creation of a strategic organizational structure(market segment management) for a sales organization for accelerated growth strategies
- Development and successful implementation of the "customer care concept"
- Implementation of annually demand versus deployment analysis to determine sales force size
- Development of an incentive program according to the balanced score card concept
- Implementation of strategic sales controlling instruments and measures for continuous sales performance increase per capita



Career History

1/2019 – 9/2019 – Interface, Georgia, USA

Market leader in commercial carpet tile, LVT and rubber flooring
Interface acquired Nora systems in August 2018

Chief customer officer

- Responsible for the global CRM development and implementation including the development of a global selling system

04/1996 – 12/2018 – nora systems (former Freudenberg Building Systems), USA

Largest rubber flooring manufacturer with 1100 employees and sales of app. \$ 300 million worldwide

- 1/2013 – 12/2018 – Global CEO Nora systems GmbH, Weinheim, Germany
Responsible for global P&L, sales, marketing, strategy, vision and mission
- 1/2009 – 12/2018 – CEO/President
Responsible for sales, marketing, finance & administration (P&L) with \$80 million revenue and over 110 employees
- 08/2005 – 12/2008 – VP Sales North America
Responsible for sales of over \$60 million and an international sales team of 60 people
- 01/2001 – 07/2005 – National market segment manager
Responsible for the growth and the development of the key market segments
- 04/1996 – 12/2000 – Market segment manager Electronic industry
Responsible to enter the North American electronic market with important accounts

02/1989 – 03/1996 Freudenberg Group, Germany

Freudenberg Group employees over 30000 employees in different business group with annual sales of over 5 billion euro.

- 02/1993 – 03/1996 – Market segment manager Healthcare – Freudenberg Bausysteme KG
- 02/1989 – 01/1993 – HR manager - Freudenberg corporation



Education

- Georg August University in Goettingen, Germany
- Master in Business & Administration
- Harvard Leadership Training, Cambridge, USA

