



Adam Mueller

FOUNDER AND CEO, MUELLER

Adam Mueller is the Founder and CEO of Mueller, a Canadian family house of companies with its own AI infrastructure for advertising. In 2020 he co-founded QuoteWay with two partners from Cambridge, Ontario and built it without outside money. Neilson Financial Services acquired it in 2025. Neilson paid a total of C\$5.5 million for QuoteWay's business and offered its founders growth equity on undisclosed terms. After the sale, as Neilson's VP of Lead Generation, he led lead generation in Canada, the UK and Australia.

"The biggest opportunities rarely come from competing harder. They come from seeing a path others have overlooked."

ADAM MUELLER

6 brands

Consumer brands owned and operated by the house

2020 to 2025

QuoteWay: co-founded, bootstrapped and acquired

2 countries

Canada first, now expanding into the United States

Cambridge

Ontario, Canada: where Mueller is based

STORIES HE CAN TELL

1 What AI took over in an advertising business, and what it didn't

At Mueller, AI built on a decade of hard-won campaign knowledge does the creative, the copy and the analysis behind the ads. Every lead answers to real sales, so the firm sees quickly where AI earns its keep and where it falls short.

2 Bootstrapped to a sale in a regulated industry

QuoteWay built brands from scratch that brought customers to carriers and lead buyers, with no outside money, and was acquired by Neilson Financial Services in 2025.

3 Leaving the expected path

He left a life sciences program at McMaster University to build a life insurance agency, started generating his own leads, and saw that lead generation done properly scales further than the sales layer around it. That insight became QuoteWay.

EXPERT COMMENT ON

- AI in advertising and marketing work
- How insurance customers are really acquired
- AI-built advertising that answers to revenue
- Bootstrapping and selling a company

CONTACT

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- Interviews by phone, video or in person
- High-resolution photos on request