



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

TALKS

1 The Back Road: Bootstrapping and Selling a White-Label Insurance Lead Engine in Canada

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 became QuoteWay, built in Canada with no outside money and sold to Neilson Financial Services in 2025.

2 Judgment Is the Job: Running a Marketing Company Where AI Does the Production

Most people are still guessing how AI will change work. At Mueller it already has: AI built on a decade of hard-won campaign knowledge does the creative, the copy and the analysis behind the ads. What moved to machines, what did not, where it breaks, and what that means for the people who will manage companies next.

3 Real Numbers, Real Growth: Marketing That Answers to Revenue

A cost per lead means nothing until you know what the lead becomes. Marketing grounded in revenue, not vanity metrics: lead costs tied to actual sales, policy value and persistency, and the discipline it takes when advertising runs at scale.

FORMATS

- Talk with questions, 30 to 45 minutes
- Fireside chat with a student or faculty host
- Classroom guest for a case discussion
- Panel

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