



Ed Mueller
Board Member

Ed Mueller is an entrepreneurial technology leader who brings fresh strategic energy to business and valuation building. Excelling at rapid company assessment, rebranding and new go-to-market strategies, product and sales innovation, and business development, Mueller has deep expertise in cloud-based service platforms serving a diverse range of industry sectors, including his role as a Silicon Valley founder/CEO. As a trusted strategic leader, emerging company entrepreneur and business consultant, Mueller understands what fuels business success, from capital and financial management to revenue and value-generation platforms, and margin-building process discipline.

Business-building relationships and communication, Mueller works closely with boards, investors and effectively coaches leadership teams. He establishes market and sales-expanding strategic partner and alliance relationships, and crafts and communicates a compelling company story.

Formerly, Mueller served as Chief Marketing Officer (CMO for Bentley Systems, Exton, PA. From 2007-2013, he built the first globally integrated marketing and branding strategy and global team for the publicly-held, \$700+ million company (September 2020 IPO), Bentley provides innovative software to advance the design, construction, and operations of the world's infrastructure – sustaining both the global economy and environment, for improved quality of life.

He serves pro bono in a messaging strategy/communications leadership role on the steering committee of Citizens for North South Rail Link, a nonprofit public-private alliance headed by former Gov. Michael Dukakis that is promoting a major transportation infrastructure initiative it believes is crucial to the New England economy.

“I believe that the New England region currently lacks the leadership to transform its disparate transportation network in order to improve the quality of life for its citizens and grow its economy to its maximum potential. All existing constraints in the physical built-environment world need to be removed in order for social flows to prosper and move along paths of least resistance.”

Mueller earned a B.S. in Industrial and Operations Engineering with honors from the University of Michigan and an M.B.A in Finance and Marketing from the University of Chicago Booth School of Business.