

Margaret M. Mueller, PH.D.



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PROFILE:

An accomplished CEO and senior C-Suite leader, Margaret has an entrepreneurial drive and a passion for simplifying complex issues across a diverse range of businesses. She is a skilled tri-sector leader, passionate about customer growth strategies, generating profit and shareholder value. She is an engaging speaker with strong interpersonal skills and has a proven track record of building and developing high performing, cohesive teams that are motivated to achieve results. She is a valued and trusted advisor and board member with sharp business acumen and social intelligence and reports to a high-profile board of directors consisting of several CEOs of Fortune 500, and privately held companies. Her communication skills have enabled her to build consensus, expertly manage conflicting priorities on large global joint ventures, lead turnarounds and actively participate on M&A teams. Her industry experience is diverse, and she has supported brand and business development strategies across pharmaceutical, consumer, retail, healthcare, trademark, and litigation clients. She has consulted with many VC/PE firms on due diligence on M&A activities. Margaret is currently exploring transition and interested to speak with companies requiring customer-centric redirection and growth.

SKILLS:

- ◆ Leadership ◆ Entrepreneurial ◆ Disruptive Thinking ◆ Culture Shaping ◆ Strategic ◆ Growth Mindset ◆ Results Driven ◆
- ◆ Communication ◆ Stakeholder Management ◆ Networking ◆ Negotiation ◆ Competitive ◆ Private Equity ◆ Turnaround ◆
- ◆ Agile ◆ Financially Astute ◆ Business Transformation ◆ Business Development ◆ P&L Accountable ◆ Transformation ◆

ACHIEVEMENTS:

- ❖ **Founded**, launched, and brought to sale CarbonSix, a market research and intelligence **start-up** specializing in supporting the launch and growth of global pharmaceutical and biotech brands. **Achieved \$4M revenue in year one**, rising to **\$7M after 3 years**. Successfully secured 20 **Fortune 500** client agreements including a dozen MSAs, and 5 preferred supplier contracts with leading pharma and biotech companies worldwide. **Successfully scaled** the business to **\$15M revenue** over a 5-year period. After bringing the company to sale, stayed on as President managing a **\$25M business** with **75 employees**; 8 MD/VPs.
- ❖ Led the **turnaround** of The Executives' Club of Chicago, an exclusive business association consisting of the most distinguished senior leaders, executives, and politicians in the Chicago region. The club had been in consistent decline with untapped potential. Quickly assessed the situation and rolled out a vital **restructure** and **rebranding**. Reinvigorated the business model, built a leadership team, and revitalized product offerings, which drove the **net promoter score** from **-5 to + 50 in 2 years**. Reversed net revenue decline with a **37% decrease in operating costs**, added **+11% top line revenue growth**, and **+3% profit** in the first **12 months**. By year three, **membership doubled**, **sponsorship revenue +30%**, **audience reach grew 50%** and overall top line growth **+19%**.
- ❖ Spearheaded digital transformation of both organizations, including cloud and digital technology, implemented IT/ security protocols, invested in AI analytics and enterprise management systems that significantly **drove operational efficiencies**.
- ❖ Promptly reacted to the COVID19 pandemic, pivoting our community to an online digital platform. This in turn expanded audience reach significantly by offering select non-members access and **increasing our membership and sponsorship revenue by 50%** and **ultimately +30% revenue** as a direct result.

Host of [The Executives' Exchange podcast](#), a medium exploring leadership journeys and insights of CEOs, enabling the cultivation of new relationships, sharing of ideas, and thought leadership with like-minded business leaders spoti.fi/3wHccuR.

PROFESSIONAL EXPERIENCE:

Jan 19 – Present The Executives' Club of Chicago

PRESIDENT & CHIEF EXECUTIVE OFFICER

The Executives' Club of Chicago is the premier resource for connecting, developing, and growing best in class leaders to strengthen themselves and their organizations.

- ❖ **Reinvigorated business model**, added **+11% top line revenue growth** and **+3% profit in first year**; **doubled membership**, **grew sponsorship revenue 40%**, **decreased operating costs 37%** through **restructuring and rebranding**.
- ❖ Oversee the strategic direction and operations of more than 120 programs annually for 16,000 executives.
- ❖ Led the **turnaround, restructure**, and revitalization of this ailing organization. After 4 consecutive years of month-on-month membership decline.

- ❖ **Reversed a 3-year decline** in sponsorship dollars by implementing client-oriented account management and securing more relevant sponsorship deals aligned with the organization, resulted in **40% growth**.
- ❖ Hired and developed a high performing senior management team and realigned underperforming team members with clear direction, goals, targets, and metrics, and motivating incentive plans.
- ❖ Hired a CFO and established accurate management reporting, created monthly dashboards, and instituted monthly close policies and procedures producing insightful management information.
- ❖ **Built first Enterprise Risk Management capability**, including Cybersecurity training and system updates.
- ❖ Spearheaded digital transformation, including cloud / digital technology and IT / security protocols.
- ❖ Added online digital platform: during COVID, **increased audience reach 50%** with this feature.
- ❖ **Drove +50% YoY increase** in event attendance by enhancing promotions and compelling content, shifted to virtual formats, and optimizing access through the pricing strategy.
- ❖ **Led acquisition of HRMAC** (Human Resources Management Association of Chicago)—now lead all activities serving the region's HR community through The HRMAC Institute at Exec Club.

May 23 – Present Tilia Holdings, LLC

OPERATING PARTNER

Tilia is a private investment firm focused exclusively on building distinctive middle market service companies across the food supply chain

- ❖ **Leading strategic initiatives to deepen relationships with food industry ecosystem stakeholders at large, as well as for specific portfolio companies with their end customers.**
- ❖ Launch and build the Tilia Innovation Collaboratory to establish the Tilia brand as the most innovative PE firm in the food industry,, leading the field to change the rate of change.

Nov 15 – Jul 18 Shapiro & Raj

PRESIDENT

- ❖ **Founded, launched, and brought to sale CarbonSix, a market research and intelligence start-up specializing in supporting the launch and growth of global pharmaceutical and biotech brands**
- ❖ Only executive retained from the firm's legacy leadership team. After bringing the company to sale and aligning myself with new ownership and direction, I was appointed as President of Shapiro+Raj.
- ❖ Reversed the firm's declining revenue trend and reinvented the company, **surpassing industry growth rates of 2%-3%**, I delivered a **20% increase in revenue in one year**. Built the healthcare practice representing nearly 70% of the company's total revenue.
- ❖ Under leadership the valuation of the company after 3 years was **8X RoR**.
- ❖ Led the digital transformation of the business, acquired a social listening company and outsourced data analytics company in India, significantly **reducing analytics costs by 30%**.

Jun 12 - Nov 15 CarbonSix, Leo J. Shapiro (LJS) Strategic Research Division

Jan 12 - Nov 15 PRESIDENT

In 2012, spun off the healthcare practice to provide pharmaceutical and healthcare clients with market research, insights, and counsel throughout their product lifecycles. Within four years, **grew revenue an additional 75% to \$7M**. Leadership resulted in **twelve MSAs** and **five preferred supplier contracts** with the world's **top 20 pharmaceutical clients**, winning two industry Awards for Innovation and Methods.

Jun 05 - Dec 11 MANAGING DIRECTOR - Healthcare Group, Leo J. Shapiro & Associates, LLC

- ❖ After working two years as an analyst, In 2005, landed a pharmaceutical client and loved the work. After deciding to pursue more clients in this field, created a pitch deck for a new client, and won the business. Over the next five years, we secured several MSAs at multiple pharmaceutical companies. Started operating the practice as an independent business unit in 2010.
- ❖ Full P&L responsibility.
- ❖ **Increased revenue from \$0 To \$4M** accounting for **30%** of company's **total revenue**.

EDUCATION & TRAINING:**University of North Carolina at Chapel Hill (1998-2002)**

Sociology Doctorate (PH.D.) Honors, Graduate Student Award, NIH Research Service Awards

University of Chicago (1996-1997)

Master of Arts (M.A.) - Social Science (Founding President of Alumni Association)

University of Illinois, Urbana-Champaign University

Bachelor of Science (B.S.) - Psychology

PROFESSIONAL MEMBERSHIPS:

Board Director: The Executives' Club of Chicago, Lurie Children's Foundation

Board Advisor: Cynergy Health Advisors, First Women's Bank, Ollipsis Fertility

Board President: University of Chicago Alumni Board

Corporate Trustee: Associated Colleges of Illinois

Member: National Association of Corporate Directors (NACD), YPO (Young Presidents Organization), International Women's Forum, The Chicago Network, Economic Club of Chicago, The Chicago Network

FELLOWSHIPS & AWARDS:

Postdoctoral Fellowship in Demography - Carolina Population Centre, University of North Carolina, Chapel Hill

Fellowship in Gerontology - Institute of Aging

National Institute of Health (NIH) - Harvard University, University of North Carolina, Chapel Hill
