



Udo Müller

Co-Founder and CEO of Ströer Out-of-Home Media AG

Udo Müller was born in 1962 in Rüdesheim. At the young age of 19, he managed his first publishing house. Following his medical degree, he founded the advertising agency Lunenburg & Partner in 1985, at the time one of Berlin's leading agencies. With the foundation of Lunenburg & Partner Mediaservice GmbH in 1987, he entered the field of out-of-home advertising. In 1990, he teamed up with Heinz W. Ströer to open up new outdoor advertising markets with Ströer City Marketing GmbH (later renamed Ströer Out-of-Home Media AG). The first success was the acquisition of extensive advertising rights in East Germany after the fall of the Berlin Wall. After the company became Ströer Out-of-Home Media AG in 2002, Udo Müller advanced the growth of the company with the takeover of Deutsche Städte Medien (2004) and Deutsche Eisenbahn Reklame (2005). Over the following years, Udo Müller developed the Ströer Group to become the largest company in Germany for outdoor advertising and one of the leading international providers of out-of-home media.