



Udo Müller

Board Chairman Ströer Out-of-Home Media AG

Udo Müller was born in 1962 in Rüdenheim. 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. In the course of the following years, Udo Müller developed the Ströer Group to become Germany's leading company for outdoor advertising and one of the leading international providers of out-of-home media.