



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. QuoteWay became Greenstone Financial Services' biggest lead source by far, which is what led Neilson Financial Services to acquire it in 2025. He then led lead generation for Neilson in Canada, where advertising ran about \$4 million a month.

"Growth is often about finding the back road while everyone else is sitting in traffic."

ADAM MUELLER

\$4M

A month in advertising at Neilson in Canada, where he led lead generation after the sale

2020 to 2025

QuoteWay: co-founded, bootstrapped and acquired

No. 1

QuoteWay: Greenstone Financial Services' biggest lead source by far

Cambridge

Ontario, Canada: where Mueller is based

STORIES HE CAN TELL

1 What AI took over in an advertising business, and what it didn't

At Mueller, AI does much of the creative, the copy and the analysis, and people make the calls. Every lead answers to real sales, so the firm sees quickly where AI earns its keep and where it still needs a person.

2 Bootstrapped to a sale in a regulated industry

QuoteWay built brands from scratch that brought customers to carriers and lead buyers, with no outside money, funded from campaign profits, and was acquired by Neilson Financial Services in 2025.

3 The back road: turning down easy money

Late in the QuoteWay years, just before things took off with Greenstone, he turned down the easy money of U.S. ACA and Medicare advertising and stayed in the harder Canadian market, where results had to be earned. That choice shaped everything he built after, including the firm he runs today.

EXPERT COMMENT ON

- AI in advertising and marketing work
- How insurance customers are really acquired
- AI-built advertising that answers to revenue
- Bootstrapping and selling a company

CONTACT

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- Interviews by phone, video or in person
- High-resolution photos on request