



Adam Mueller

FOUNDER AND CEO, MUELLER

Adam Mueller is the Founder and CEO of Mueller, a Canadian performance marketing firm. In 2020 he and two partners from Cambridge, Ontario founded QuoteWay, the first white-label insurance lead generation company in Canada to run at scale. Built without outside money, it managed about \$4 million a month in advertising, became the top lead generator for a multi-billion-dollar insurer in Canada, and was sold in 2025.

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

ADAM MUELLER

\$4M

Average monthly advertising spend managed

2020 to 2025

QuoteWay: founded, scaled and acquired

No. 1

Top lead generator for a multi-billion-dollar insurer in Canada

3 markets

Direct buyer relationships in Canada, the UK and Australia

TALKS

1 The Back Road: Bootstrapping and Selling a White-Label Insurance Lead Engine in Canada

He left a life sciences program at McMaster University to build a life insurance agency, started generating his own leads, and saw that lead generation done properly scales further than the sales layer around it. That became QuoteWay: built in the harder Canadian market after turning down the easy money of U.S. ACA and Medicare advertising, and sold in 2025.

2 Judgment Is the Job: Running a Marketing Company Where AI Does the Production

Most people are still guessing how AI will change work. At Mueller it already has: AI does much of the creative, the copy and the analysis, and people make the calls. What moved to machines, what did not, where it breaks, and what that means for the people who will manage companies next.

3 Real Numbers, Real Growth: Marketing That Answers to Revenue

A cost per lead means nothing until you know what the lead becomes. Marketing grounded in revenue, not vanity metrics: lead costs tied to actual sales, policy value and persistency, and the discipline it takes to manage millions of dollars a month in advertising.

FORMATS

- Talk with questions, 30 to 45 minutes
- Fireside chat with a student or faculty host
- Classroom guest for a case discussion
- Panel

CONTACT

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