



**Steven Willem Muller, MBA**  
principal customer & markets (CH)

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## Steven Willem Muller, MBA – Helping companies move forward with over 25 years of C-level experience.

*Steven Muller is an accomplished professional with a rich educational background, including an INSEAD MBA and a Nyenrode BBA. His career spans over three decades, during which he acquired hands-on experience and demonstrated a knack for revitalising organisations.*

*His early leadership as director of a UK tobacco importer equipped him with expertise in entrepreneurship, sales force management, and marketing strategy. In Belgium, he successfully energised a traditional tobacco company through strategic reorganisation.*

*Post-MBA, Steven joined a boutique strategy consulting firm, emphasizing the human element in executive decisions and the importance of adaptability. His entrepreneurial venture reinforced the value of focus, efficient processes, cash-flow management, and the transformative power of creativity and perseverance. Steven Muller's career embodies academic excellence and a talent for organisational rejuvenation and growth.*

### Entrepreneurship



### Areas of Expertise

Entrepreneurship · Mentoring · Listening and Teaching · Strategy · Process Assessment · Implementation · Staffing · Organisation · Sales & Marketing (Online & Offline) · Corporate Assessment and Adjustment · M&A · Digitalisation

#### I believe

*"Clear strategy, focus and communication are essential to grow as a company".*

#### I deliver

*"Practical solutions to change for the better in the shortest possible time frame".*

#### I create

*"Light at the end of the tunnel especially for clients who did not realise they were already in one".*

## Professional Experience (et al.)

### Founder & CEO of Babylon Idiomias - Spain / LATAM

*IA chain of Spanish and English language owned schools and franchises in Spain and Latin America organically grown to 4000 students annually from Europe, Asia and North America through direct and intermediary markets. Multiple award winner of Best Spanish language school as chosen by trade representatives.*

### CEO of Tempus Media Technologies - United Kingdom

*Venture Capital fund investing in mainly European and US based media and advertising sector. Board member of various companies we invested in.*

### Senior Manager Kalchas - United Kingdom & United States

*Management consultancy focused on Strategy, Venture Capital support, Market Entry and Research to support large and Blue-Chip companies making informed and balanced decisions.*

### Country Manager Swedish Match (former Swedish Tobacco) - United Kingdom & Belgium

*Focused on managing developing and executing local sales, marketing and distribution departments.*

*Leverage Experts – partner for critical and complex transformations challenges.*

*Leverage Experts partners with decision makers in growth and crisis situations since 2012. The team is a recommended choice for strategy, change management and M&A projects. Leverage Experts synchronises value creation and corporate culture and guides executives and employees through critical change processes. The interdisciplinary team of experts provides successful transformation and restructuring management, building on many years of experience as consultants and entrepreneurs. Leverage Experts acts with focus and confidence in challenging situations. The team is based in Frankfurt, Zurich and Dubai.*

*We come on board when it really matters. - At short notice. With high impact.*