

Mike Mueller

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PROFESSIONAL SUMMARY

Operations leader with a track record of building the infrastructure that lets organizations scale, make sharper decisions, and deliver consistent results. Career spans founding and running a \$3M business, directing multi-department operations at a 750+ member private club, and serving as Chief of Staff at a behavioral health nonprofit, each environment different, but the work fundamentally the same: identify what is broken, build what is missing, and lead the team through the change. Comfortable at the board level and on the floor. Equally at home in a startup, a nonprofit, or an established enterprise. Known for building genuine trust across teams and functions, bringing people together around a shared goal, and creating the kind of alignment where execution happens because people believe in where they are going.

CORE COMPETENCIES

- Multi-Site Operations Management
 - P&L Management and Budget Oversight
 - Operating Rhythm Design and Governance
 - KPI Dashboard Development and Board Reporting
 - Organizational Restructure and Design
 - Cross-Functional Program Execution
 - Strategic Planning and Execution
 - Process Improvement and Workflow Optimization
 - Team Building and Talent Development
 - Business Development and Account Growth
 - Revenue Growth and Client Retention
 - Vendor Negotiation and Management
 - Data-Driven Decision-Making
 - Adaptability in Fast-Changing Environments
 - Emotional Intelligence for Leadership and Teamwork
 - Tech Fluency Beyond the Basics
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CAREER HIGHLIGHTS

- Built ACE Global Promotions from zero into a \$3M multi-state business with hundreds of enterprise accounts and a 95% client renewal rate, managing a 15-person team and full P&L as founder-operator for 15 years.
 - Designed and launched an enterprise-wide KPI dashboard at Katie's Way that improved executive visibility into organizational performance by 40%, enabling data-informed decisions at the board level.
 - Led a cross-functional operational restructure at Katie's Way that reduced overhead by 18% while fully preserving service delivery quality across a multi-site behavioral health organization.
 - Grew member rounds by 20% and built a tournament program generating \$1M in tournament income at Norwood Hills Country Club, directing an 85-person staff across golf, events, and club operations.
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PROFESSIONAL EXPERIENCE

Chief of Staff | Katie's Way | Kansas City, MO | 2025 - 2026

Nonprofit behavioral health organization serving youth and families in crisis. 85+ staff, multi-site operations, \$25M budget scope.

- **Operating Rhythm and Governance:** Owned the full operating cadence for an 85+ person organization, including meeting structures, pre-reads, action tracking, and the weekly leadership update that kept all departments aligned and accountable to shared priorities.
- **KPI Dashboard and Board Reporting:** Built an enterprise-wide performance dashboard from scratch using Excel-based reporting tools, improving executive visibility by 40% and preparing board decks and financial briefings that translated complex operational data into clear narratives for board members and major donors.

- **Organizational Restructure:** Led a cross-functional restructure of non-programmatic operations that reduced overhead by 18% while preserving service quality, using data analysis and stakeholder interviews to identify and eliminate inefficiencies.
- **Executive Support and Strategic Alignment:** Served as the primary operational partner to the Executive Director, managing strategic initiatives, preparing leadership for board interactions, and ensuring organizational priorities translated into day-to-day execution across all departments.

Founder and Director of Operations | ACE Global Promotions | Kansas City, MO | 2009 - 2024

Founded and operated a multi-state promotional products and branded merchandise company. \$3M+ annual revenue, hundreds of enterprise accounts, 15-person team.

- **Business Launch and Growth:** Built the company from zero to \$3M in annual revenue, growing the enterprise account base with clients across 18 states and sustaining a 95% client renewal rate through consistent service quality and relationship management.
- **P&L and Financial Oversight:** Managed the full P&L including budgeting, cash flow, vendor negotiations, and cost controls, maintaining profitability through two economic downturns and a global supply chain disruption without a single year of net loss.
- **Team Development:** Recruited, trained, and led a 15-person team across sales, client services, and fulfillment, building a culture of accountability and client-first service that directly supported the company's retention metrics.
- **Enterprise Account Management:** Served as the primary relationship manager for top-tier accounts, designing custom merchandise programs and branded campaigns that generated repeat business and referrals from clients including regional healthcare systems, financial institutions, and hospitality groups.
- **Operational Systems:** Designed and implemented all operational infrastructure including CRM workflows, vendor management processes, fulfillment tracking, and client reporting systems that scaled with the business as it grew.

Director of Golf / Director of Operations | Norwood Hills Country Club | St. Louis, MO | 1994 - 2009

Private country club with 750+ members. Directed all golf operations, member programming, tournament scheduling, and a multi-department staff of 85.

- **Golf Operations and Member Experience:** Directed all golf operations including course management, member programming, and staff development, growing member rounds by 20% over the course of tenure through structured programming and consistent service standards.
- **Tournament Program Development:** Built a tournament program from the ground up that attracted corporate and charity events, generating \$1M in tournament income and establishing the club as a premier event destination in the St. Louis market.
- **Multi-Department Staff Leadership:** Led an 85-person staff across golf, events, and club operations, managing hiring, training, scheduling, and performance for a workforce serving a 750+ member private club.
- **Revenue and Budget Management:** Oversaw the full revenue cycle for golf operations, managing budgets, vendor relationships, and capital planning to support long-term membership growth and facility investment.

EDUCATION

Bachelor of Business Administration | Southern Illinois University Edwardsville

PGA of America GTPT Program | 600+ hours in operations, finance, and leadership

TECHNICAL SKILLS

Microsoft Office Suite (Excel, Word, PowerPoint, Outlook) | Google Workspace | Asana | Slack | Zoom | QuickBooks | AI Productivity Tools