



Joseph F. Mueller, Principal

Joe Mueller is the principal of Mueller Communications, a consulting company dedicated to creating connections between people and groups and developing strategic approaches that unify people as they work together to achieve a common vision. Clients include the nation's largest nonprofit healthcare provider with more than 150 hospitals and more than 150,000 caregivers.



He earned a Bachelor of Science degree from Southern Illinois University at Edwardsville with majors in television and radio broadcasting and print journalism. He worked in daily newspapers for more than seven years, including a four-month assignment at USA Today in 1988. He received awards for writing and reporting from the Missouri Press Association, the Missouri Associated Press Managing Editors, and the William Randolph Hearst Foundation.

He entered public relations as a media relations specialist at Washington University Medical School's Mallinckrodt Institute of Radiology. He created a video news release program that gained local and national story placements on breakthroughs in cancer treatment and diagnosis.

He worked for the Boy Scouts of America in the Greater St. Louis Area Council as a field executive and the director of public relations. He was responsible for all marketing and communications initiatives and served as the organization's spokesperson. He created the organization's first website and led two redesigns. The council was the first nonprofit in the nation to use Microsoft's Sharepoint 2010 for a public-facing website.

The council's integrated marketing communications (IMC) committee generated more than 4 million media impressions for the 100th anniversary camp even in Forest Park in 2010. The committee assisted with media relations for an annual food drive that collects 2 million canned goods and creates 2.7 million media impressions. Media relations campaigns for two Scouts who met Presidents Bush and Obama gained 4 million impressions. The council received 30 National President's Marketing Awards for Marketing Excellence from the National Council of the Boy Scouts of America under his leadership. His work was recognized by the St. Louis Business Marketing Association and his social media initiatives earned recognition as the most digitally connected Boy Scout council in the nation.

Mr. Mueller is active in his community. He served as treasurer, vice president and president of the Community Service Public Relations Council. He also served on the boards of P.R.A.Y. (Programs of Religious Activities for Youth) and St. Louis Healthy Families. He was president of the Sacred Heart Catholic Church (Valley Park, Mo.) Parish Council and led the ACTS Retreats Core Team. He is an Eagle Scout, an assistant scoutmaster for Troop 778, and coached youth soccer and baseball teams. He is married to Michelle, who is also a communications professional. They have two sons, Jonathan and Ryan.