

Lilium appoints Arnd Mueller to lead marketing



June 2018 - Lilium, the aviation start-up developing the world's first electric vertical take-off and landing jet, is further strengthening its senior team by appointing Arnd Mueller to lead global marketing.

Arnd will play an important role in establishing Lilium as a globally recognised brand supporting its revolutionary business model in aviation.

Arnd joins Lilium with a rich background and experience in brand development and digital transformation for iconic lifestyle and leading global brands, as well as leadership experience in consumer and business to business roles in the US, Europe and Asia.

Mueller began his career with The Bertelsmann Music Group before moving to The Walt Disney Company, where he took up leadership positions in their consumer products business in Europe and the US. After Disney, Mueller served in marketing and commercial roles in the US with Fortune 500 company, Avery Dennison. He then joined the executive leadership team of the Esprit Group, where he served for six years as Chief Marketing Officer. Throughout his career, Arnd has played a central role in the development and implementation of commercial growth strategies in Europe and the US, as well as executing innovative brand strategies and creative concepts which support the transformation of global brands and businesses.

Daniel Wiegand, Lilium co-founder and CEO said: “We are thrilled to welcome Arnd to Lilium. An experienced brand and marketing professional, he not only has a great track record in leading consumer brands, but he has also maintained his hunger for innovation and entrepreneurial work, which makes him a perfect fit for Lilium.”

Arnd Mueller said: “The ambition and the vision of Lilium’s founders to create a global brand which is the leader in a unique, new business category is inspiring. I am incredibly excited to join this revolutionary company and play an integral role in bringing Lilium’s vision to life.”

Lilium - founded in 2015 in Munich, Germany - is developing a high-speed, low-cost, zero-emissions jet that is capable of vertical take-off and landing. It will revolutionise the way people move in and around the world’s cities, enabling commuters to travel up to five times faster than a car. Users will simply pay per ride, requesting a jet with the push of a button from their smartphones. Lilium’s mission is to make air travel available to everyone, and as affordable as a ground taxi.

For further inquiries please write to press@lilium.com.