

# Gretchen Muller

Vice President

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As a young girl growing up near Cincinnati, Gretchen thought she might work in international relations or join the Foreign Service. The daughter of two immigrant parents – her dad is from Germany and her mom is from Ecuador – Gretchen became fluent in Spanish at a young age and loved hearing stories of her parents' distinctly different upbringings and exciting travels.

During high school, Gretchen developed a strong interest in journalism and politics, ultimately majoring in political science and history at Xavier University. She interned with the U.S. Information Agency in Washington, D.C., and then attended law school at DePaul University College of Law as a Dean's Scholar. After practicing law for several years, Gretchen decided to utilize her writing, research and analysis skills in a new career in public relations. She served as an account supervisor at a PR agency, leading media relations efforts for consumer, healthcare and technology accounts, before launching her own consultancy and adding architecture and design clients to her roster, as well as pro bono work for community initiatives.

Gretchen joined Taylor Johnson in 2016 as a senior account manager and now serves as vice president. Her responsibilities include strategic planning, supervising account managers on day-to-day execution of client work, and assisting with the firm's social media and corporate initiatives. She enjoys crafting impactful stories and messages, helping clients earn significant media placements to grow awareness of their brands and meet business objectives.

On a personal level, Gretchen is passionate about design and architecture and lives it every day with her husband, Rob, an architect who designed the family's home on Chicago's North Side. Going through the design and construction process, and being connected to the Chicago

architecture community for more than 20 years, has given Gretchen a practical insight into her clients' businesses that she taps every day.

When not working, Gretchen, Rob and their three children love traveling, going to the beach, exploring the city, watching movies, playing games and spoiling their Cavachon puppy. An avid reader and foodie, Gretchen also enjoys time outdoors, whether running or gardening, as well as live music and theater.