

LEADING WOMEN IN BUSINESS ■ TWIN CITIES

BUSINESS BORN FROM RESILIENCE AND DETERMINATION

Innovative display company pays homage to founder's roots and paves the way for business growth.

Amy Lokken



amy Lokken was at a career crossroads when the idea to create MüD took root. “I was leaving the shopping center industry and needed to reinvent myself personally and professionally,” she recalls.

Having worked as a retail designer and visual merchandiser for 15 years, Lokken was well-versed in the power of visual displays to influence consumer behavior. She noticed a gap in the marketplace for creative, attention-grabbing signage for businesses to use at trade shows and conferences, so she got to work designing product prototypes.

Around the same time, her parents' health began to decline. They moved into her home, and Lokken became their primary caregiver. Though her time was tight and her responsibilities were weighty, MüD began to blossom under her parents' encouragement.

“All along the way, my dad was giving me suggestions,” she says. “He’s the one who always encouraged me to think outside the box.”

Outside the Box

MüD was officially born in 2009. The name pays homage to Lokken's father's Austrian-German heritage. She defines the brand as “the act of marketing and advertising to sell your product, increase profits, and grow your business.”

Indeed, the company's interactive and interchangeable 3-D displays have revolutionized the way companies can market their brands.



“We are not the typical eight-foot table and a banner,” Lokken explains. “When we help clients plan for an exhibit, we get rid of the barriers and encourage customers to interact with displays. For us, it’s all about helping our clients be memorable.”

From haircare companies to financial institutions, MüD serves a wide clientele. Battery-operated illumination and magnetic signage make displays versatile, interchangeable, and portable.

“We encourage clients to think beyond the initial need for our product,” Lokken says. “We don’t just sell a display and walk

away. We love to partner with clients and brainstorm ideas for future usage and to keep things fresh.”

Grounded, Yet Ambitious

Today MüD has grown into a two-woman team, and Lokken is proud to partner with several local companies.

Her success, she says, has been the result of resilience, humility, and the support of her family. To aspiring entrepreneurs, she gives this advice: “Be confident, do what you love, and keep moving forward. Be the stiletto in a room full of flats.”

As for the future of MüD, the sky is the limit, Lokken says. “I don’t believe in a glass ceiling. MüD has already surpassed my initial expectations, and I can only imagine where it goes from here.”



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