

Carl Nilssen

Principal - Kaercher+ Deuel Creative

PROFILE

I am a career Branding and Design professional wired to build brands and provide solutions for our clients. I am also dedicated to building an equitable and growing Milwaukee. With eyes open and ears tuned I engage with creative action.

EXPERIENCE

Kaercher+Deuel Creative — 2020 - Present

Principle/Managing Partner

Kaercher+Deuel is a branding and communications agency that delivers a direct injection of clarity and confidence to organizations operating in a rapidly changing world. Specializing in brand development, content creation and design.

BIGMPG Design/Marketing — 1995 - 2019

President

BIGMPG Design/Marketing specializes in branding and design for our clients. The agency's first client was Harley-Davidson Motor Company where our work concentrated on the growing Genuine Motor Parts division and Screamin' Eagle Racing. We cut our teeth during the height of the branding revolution. That experience led the agency to working on branding and communications projects with Volvo Trucks North America, Polaris Industries, Chris*Craft Boats, Sea Ray Boats and others.

Big Brick Properties — 2001 - Present

Owner

Big Brick Properties, Llc owns commercial real estate and is experienced in developing multi-tenant buildings that attract creative-focused businesses.

EDUCATION

Shorewood High School

University of Wisconsin - Milwaukee

SKILLS

Riverworks Business Improvement District - Board President, 2004 - Present

MATC - Entrepreneurship Program Advisory Committee, 2015 - Present

Riverworks Development Corp - Board Vice-Chair, 2004 - 2022

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