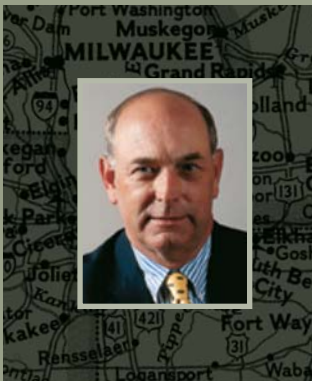




BRAUN & ZURAWSKI, INC.
MARKETING COMMUNICATIONS

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Craig Zurawski

Principal

Business Development Marketing, Database Management & Media Planning

Craig has served as a marketing, media and communications strategist for a wide array of consumer, industrial and service organizations, including Johnson Controls, Inc., Prudential Preferred Properties, Firststar Bank, Robert W. Baird & Co., S. C. Johnson & Son, Mawicke & Goisman, S.C., and a number of award winning not-for-profit organizations.

After nearly 13 years with a leading Milwaukee agency, Craig spent the next eight years directing the marketing, advertising and public relations from the client side for Robert W. Baird & Co., one of the largest investment banking firms headquartered outside of New York. Since founding Braun & Zurawski, major corporations and organizations have looked to Craig for research, the development of innovative marketing and media strategies, and the design and execution of target marketing programs. He has helped clients create effective, cost-efficient prospect databases for clients as well as the systems and materials needed to build awareness and sales.

Education

- Earned Master of Science with honors in Communications and Business Administration
University of Wisconsin – Milwaukee
- Received Bachelors of Science with honors in Communications
University of Wisconsin – Milwaukee

Professional and Community Involvement

- Member of Rotary International
- Served on national committee of the Securities Industry Association
- Served on the boards of various other state, regional and non-profit organizations, including Keep Greater Milwaukee Beautiful

Professional Services

- Creates databases for strategic direct marketing efforts
- Develops and manages seminar marketing campaigns
- Creates employee retention and communications programs
- Builds multi-layered, mutually beneficial partnerships for unique marketing programs