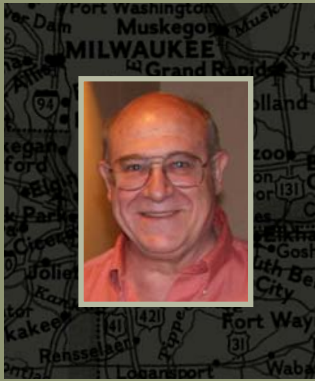




**BRAUN & ZURAWSKI, INC.**  
MARKETING COMMUNICATIONS

5150 N. PORT WASHINGTON ROAD, SUITE 260 MILWAUKEE, WI 53217  
414.332.1500  
bzmarcom.com



## **Al Braun**

Principal

### **Visual Communications, Layout & Design, Creative Development and Marketing Support**

Al effectively provides clients with the most critical elements of visual communications: eliciting an appreciable response to the messages being presented by selecting compelling images and creating appropriate designs. His strengths lie in ideation and concepting, logo and image development as well as layout and design. With 30+ years of experience in all mediums, he has worked for marketing giants such as Miller Brewing, Kohler, General Electric, Master Lock, Phillip Morris and Coca-Cola.

Al began his career working as an art director for several studios in the Milwaukee area, taking on the responsibilities for all aspects of visual communications production. In 1981, Al started Braun Creative Group, a highly successful boutique design studio in Mequon. Then, in 2004 he teamed with Craig Zurawski to form Braun & Zurawski, Inc.

Al offers clients a high-level understanding of communication principles, applying his knowledge, experience and trained eye to create visually enticing material to enhance brand image and marketplace position. He helps turn complex business strategies into successful, consumable visual representations that deliver the results expected by clients.

### **Education**

- Graduated in top five percent of class at Jefferson School of Commercial Art

### **Professional Services**

- Creates and executes comprehensive visual packages for various communications applications
- Works in all mediums, from print to broadcast to digital formats
- Responsible for all art direction and photo direction of all outside vendors
- Oversees all projects through the production process



**BRAUN & ZURAWSKI, INC.**  
MARKETING COMMUNICATIONS

5150 N. PORT WASHINGTON ROAD, SUITE 260 MILWAUKEE, WI 53217  
414.332.1500  
bzmarcom.com

## 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.

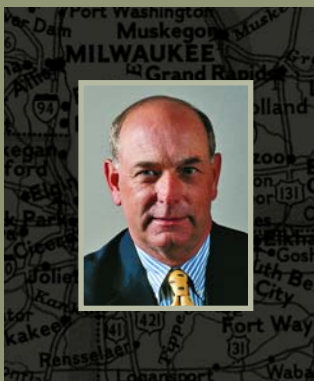
After nearly 13 years with a leading Milwaukee agency, Craig spent the next 8 years directing the marketing, advertising and public relations from the client side for Robert W. Baird & Co., one of the largest investment banking firms headquartered outside of New York. Since founding Braun & Zurawski, 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 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**

- Strategic database creation for 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