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**FOR IMMEDIATE RELEASE**  
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**Coalesce Welcomes Todd Midtvedt as New Assistant Creative Director**

*APPLETON, Wis.* – Coalesce, Inc., a strategic marketing and communications agency in Appleton, announces the recent hire of Todd Midtvedt to the position of assistant creative director.

In his role, Midtvedt will help to develop and design high-quality creative solutions for client marketing programs and agency promotions, including traditional print as well as interactive and new media. In addition, he will lead and manage Coalesce's graphic design team for project planning and on-target and on-time execution and resource allocation, while partnering with the agency's account services team to recognize client needs and project deliverables.

"Todd's creative design solutions and culmination of corporate branding experience bring an innovative wealth of ideas to our agency," says Lisa Piikkila, agency co-owner and creative director. "His ability to add personality and fun to each project while remaining deadline driven in this fast-paced environment proves him to be a fitting teammate for our agency."

Midtvedt's background includes more than ten years of experience with brand management and graphic design, holding marketing leadership positions within Fortune 50, medium and small businesses. His most recent appointment was as a creative designer for SECURA Insurance where he oversaw new product development, brand positioning and key marketing campaigns. In addition, Midtvedt currently serves on the board of the AAF-Fox River Ad Club which represents Northeast Wis. advertising professionals.

Midtvedt is a graduate of the University of Wisconsin - Oshkosh with a Bachelor of Fine Arts degree in graphic communication.

**About Coalesce**

Founded in 2004 by owners Michelle Richard and Lisa Piikkila, Coalesce provides a full range of strategic marketing and communications services to client businesses and organizations.

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Press Release

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