

Derse Announces CEO Transition

Brett Haney steps into role as Derse CEO and announces plans to select new company president in 2019.

Milwaukee – Jan. 22, 2019 – [Derse](#), a complete face-to-face marketing company, is pleased to announce that effective January 1, 2019, Brett Haney transitioned from company President to Chief Executive Officer. Bill Haney has stepped down as CEO but maintains his role as Derse Chairman.

“Brett has been an instrumental leader in shaping Derse’s growth and transformation since joining the company in 2013,” says Bill Haney, Derse Chairman. “The company has experienced solid progress in recent years and is expected to continue under Brett’s leadership. Derse will maintain private ownership, and our employees will remain committed to providing outstanding service and support to our clients.”

As CEO, Brett will be responsible for the strategic direction and profitability of the company. Brett was raised in the trade show industry and has served as Derse President for the past three years. Prior to joining Derse, Brett was co-founder and co-owner of a real estate development and investment company which, under Brett’s leadership, built and acquired multifamily, industrial, and office buildings inside and outside of Wisconsin. Brett also serves on the board of directors for Sho-Link, Derse’s preferred Installation & Dismantle company throughout the United States.

“It is a great honor to lead Derse into the future, building on the amazing talent, company vision, and values we have in place. I’m energized by the challenges we see in our industry, and excited to take advantage of the market opportunities ahead,” says Brett.

Derse has instituted an internal and external talent search to identify a new president that will oversee the company’s day-to-day operations. The president role is expected to be filled by summer 2019.

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About Derse

Headquartered in Milwaukee, Wis., Derse is a complete face-to-face marketing agency and exhibit builder with more than 450 employees and six full-service divisions. For more than 70 years Derse has created award-winning exhibits, events, and environments for client programs in more than 50 countries, and is consistently recognized as one of [Deloitte’s Wisconsin 75](#) largest and most successful privately held companies in the state. Experiences Matter at Derse. For more information, visit www.derse.com.

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