



Karl Heine

Karl Heine is the principal of **creativeplacement**, a founding partner since its inception in 1988. Heine has more than twenty-five years experience in marketing communications, and 22 years in the field of creative professional recruitment and development growing all levels of talent for major brands, agencies, design firms, corporations and companies.

Prior to attending college, he was awarded a Gold Key for Graphic Design for his interpretation of the Flat Iron Building as a graphic in the Nationwide Scholastics Awards in 1977. Combined with a desire to attend an honored design program and play Division I soccer, Heine attended The University of Bridgeport.

A high honors graduate from the University of Bridgeport, with a BFA in design/illustration and was a Charles Dana Scholarship recipient. Heine chose a dual focus. In his early career, he balanced commercial art supply sales with freelance illustration and design, a combination that built business acumen while developing his natural creative talent. The former provided entrée to mingling with top creative professionals throughout Connecticut and New York while working as an independent illustrator/designer in parallel.

Heine's expertise lies in national client exposure and concept development. An illustrator and designer by trade, his client-base includes local agencies, design firms and a who's who list of brands like Pepsi, Swiss Army, Victorinox, Chex Cereal, TetraPak, Pacific Reef, 9West and Reed & Barton.

Related industry experience includes Business Development with Procorp Inc. of Framingham, MA and Printmark. Here he worked on national accounts including Emery Worldwide, Ralston Purina, General Mills, P&G, Kellogg's, The Quaker Oats Company, Tropicana, Mousse DeJour, Scholastic Publishing, Juran Institute, Girl Scouts of America, Dress Barn, MCA, Weekly Reader, Combustion Engineering, KidsPort and The Creative Source Book.

Heine lectures frequently at design institutions and industry associations. Past engagements include Creative Circus, RISD, SVA, Syracuse University, Carnegie Mellon, University of Bridgeport, University of Connecticut, Central Connecticut State University, University of Hartford, Sacred Heart University, Paier College of Art, CADC Annual Student Conference, Independent Creative Club and The Fairfield Chapter of the AMA. Heine has served as Adjunct Professor of Illustration at the University of Bridgeport.

He is an active member: AIGA | MetroNorth founding board member | Recruitment & Events Chair. Type Directors Club/NYC, Art Directors Club/NYC, Spark.org/NYC, AAWNY, CADC (Board Member 1995–2000 and 2005–2008). Heine was the lead chair for "Inspire Me," securing speaker Alexander Isley. Co-Chair: Membership Committee, One x One, Cannes Clio's and Annual Student Conference. Over the past 10 years, Heine has recruited 4 emerging design professionals who ascended to the role of president.

Heine has remained hands-on as a creative professional throughout his career, winning numerous design association awards and kudos from his peers. He has also won awards from the Fairfield County Ad Club, Ad Club of Connecticut, Westchester Ad Club and Connecticut Art Directors Club. In 2007, co-founded Push Workshops with kHyal™. A hybrid model to inspire, educate and inform creative professionals at all levels with workshops, salons and events.