



Carl Fischer leads Direct, a Quad Agency, a full-service agency driving the renaissance of direct marketing by helping brands create more memorable, measurable and accountable campaigns.

In his role as VP of Direct Marketing, Carl oversees the agency's integrated capabilities across strategy and planning, audience and analytics, creative and design, pre-market creative validation, execution and deployment, and performance measurement—ensuring they operate as one connected system to drive scalable marketing results.

Carl joined Quad in 2020 through the acquisition of Realyze, the pre-market testing and insights agency he co-founded, which now powers Quad's Accelerated Marketing Insights platform. With more than 25 years of experience across audience strategy, marketing intelligence, and direct marketing execution, he has held senior agency leadership roles at CFM Direct, later acquired by Merkle, and brings client-side perspective from serving as head of marketing for a national insurance organization.

He holds a bachelor's degree in marketing communications from the University of Wisconsin and lives in Wisconsin with his wife, three sons and two dogs.