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NAIOP Wisconsin Rebrands as CREDA Wisconsin to Better Match Name with mission

Milwaukee, Wisconsin The NAIOP Wisconsin Chapter announced it is officially rebranding as **CREDA Wisconsin, the Commercial Real Estate Development Association**, marking part of a broader transformation across all 55 North American chapters representing more than 21,000 commercial real estate professionals.

"For nearly a quarter century, NAIOP Wisconsin has been the voice of commercial real estate development across our state," said Jim Villa, Chapter CEO. "Our members have always represented far more than an acronym, they are the developers, builders, investors, and professionals who shape Wisconsin's built environment. As CREDA Wisconsin, our name matches our mission. This is a clearer signal to policymakers, partners, and the next generation of CRE professionals about who we are and for whom we stand"

"Our members are driving some of the most significant economic and community building projects in Wisconsin," said Brad Amundsen, NAIOP Wisconsin's 2026 Board President and Senior Vice President/Senior Regional Manager for Commercial Real Estate Banking at Associated Bank. "This rebrand strengthens our ability to support them with clearer advocacy, stronger industry partnerships, and a name that reflects the true breadth of the commercial real estate development industry."

CREDA Global (formerly NAIOP Corporate) was founded in 1967 and has built a nearly six-decade legacy in commercial real estate advocacy and professional development. The Wisconsin chapter was established in 2003. Leaders said the NAIOP acronym had outlived its original meaning and no longer fully reflected the scope of the modern organization.

The new CREDA Wisconsin name is intended to reflect the full range of commercial real estate disciplines represented in the membership, including developers, investors, lenders, architects, attorneys, engineers, brokers, and service providers. Members operate across industrial, office, retail, mixed-use, life sciences, data center sectors, and much more.

Beyond branding, the organization said the change aligns with its evolving role in public policy engagement at the state level, including legislative advocacy at the Capitol. The group also supports workforce development initiatives and professional education programs aimed at strengthening the pipeline of commercial real estate professionals in Wisconsin.

All existing programming, events, advocacy efforts, and member services will continue without interruption under the CREDA Wisconsin name. Updated branding and communications will roll out through summer 2026. More information will be available at <https://www.credawi.org>.