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Insight Creative, Inc. Announces Ownership Transition

Founder Jim von Hoff sells Green Bay agency to longtime employee Niki Petit.

GREEN BAY, Wis. (Nov. 2, 2026) – Effective Nov. 2, 2026, Green Bay communications agency Insight Creative, Inc. is under new ownership. After 38 years in business, Insight Creative President Jim von Hoff is retiring and has sold the business to longtime employee and former Vice President Niki Petit.

“Selling the company to someone who knows our clients, culture and vision was extremely important to me,” said Insight Creative founder Jim von Hoff. “For more than two decades, Niki has demonstrated exceptional leadership, dedication, and a deep understanding of what makes Insight special. I have absolute confidence that the company will reach new heights under Niki’s ownership.”

Petit joined Insight as an account manager in 2005 and advanced to director of business development in 2015 before being promoted to vice president in 2023. Now, as owner and president, she will lead the agency into its next chapter.

“After 21 years at Insight, I’m incredibly proud to be the next owner of the company,” she shared. “Insight has built a reputation for providing sound marketing advice, delivering creative content and being a good steward of clients’ marketing dollars.”

As a full-service creative communications agency, Insight serves clients across a variety of industries throughout Northeast Wisconsin and around the globe. While change and adaptability have been crucial to their success for 38 years, it’s consistency Petit plans to strive for in the transition.

Preserving Insight’s team, culture and reputation will be priorities in Petit’s new role, she assured. She has no plans for major changes to the agency’s team or operations. Instead, she’s honored to carry forward what Jim and his late wife, Monica von Hoff, started in 1988.

“With the help of our talented team, I’m committed to continuing that legacy while looking ahead to what’s next,” she shared. “I’m excited to build on the strong foundation they created.”

About Insight Creative, Inc.

Since 1988, Insight Creative has delivered *Communication with substance* to consumer, business and industrial brands. For ultimate efficiency, Insight houses all services—including web, creative, digital, media, PR and a full-service video-photo studio—under one roof in Green Bay, Wisconsin. Visit insightcreative.com for more information.