

## **von Briesen Welcomes Matthew Van Keulen and Thor Jeppson**

Nov 13 2025

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von Briesen & Roper, s.c., announced today that **Matthew J. Van Keulen** and **Thor C. Jeppson** have joined the firm's Madison office.

**Van Keulen** is a Shareholder in the Insurance Coverage and Risk Management Section. He focuses his practice on a wide range of coverage issues and draws on his years of experience in private practice and over a decade as a Senior Litigation Attorney for a large insurer. Van Keulen is an adjunct professor at the University of Wisconsin Law School where he teaches courses on litigation and coaches the mock trial competition teams. He is a member of the Wisconsin Defense Counsel (WDC) and the Defense Research Institute (DRI). Van Keulen received a J.D., *cum laude*, from the University of Wisconsin and a B.A., *magna cum laude*, from St. John's University.

**Jeppson** is a Land Use and Development Advisor working with the firm's Real Estate and Government Law Groups. He has extensive experience with all facets of zoning, policy development, site plan review and project development, sustainability, and long-range transportation planning. Prior to joining von Briesen, Jeppson was an Urban and Regional Planner/Traffic Forecaster for the Wisconsin Department of Transportation and most recently an Assistant Planner at the City of Monona. He received a Master of Urban and Regional Planning and a Master of Waste Water Resources Management from the University of Wisconsin-Madison and a B.S., *with honors*, from the University of Wisconsin-Madison.

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