von Briesen
von Briesen & Roper, s.c. | Attorneys at Law



Steven G. Carlson

Attorney

steven.carlson@vonbriesen.com

411 East Wisconsin Avenue
Suite 1000
Milwaukee, WI 53202

320 South Canal Street
Suite 3025
Chicago IL 60606

Tel: (414) 287-1560
Fax: (414) 238-6444

Steve is a litigation shareholder at von Briesen with more than 20 years of experience representing manufacturers, insurers, and other businesses in disputes that are rarely as straightforward as they first appear. Based in Milwaukee, Steve handles cases throughout Wisconsin and across the country, from commercial and contract litigation to complex product liability and insurance defense matters.

What Steve enjoys most about litigation is figuring things out: What actually happened? Which facts matter? What can be proved? And perhaps most importantly, what does the client really need to accomplish?

Steve believes effective litigation strategy requires more than knowing the law. It takes an understanding of people, an appreciation for the business considerations driving a dispute, and the judgment to recognize when to fight, when to negotiate, and when a different approach makes more sense. He brings a practical perspective to his cases, along with a healthy skepticism of easy answers and unnecessary complexity.

His litigation practice includes:

- Commercial and business litigation
- Product liability defense
- Insurance and general liability defense
- Construction litigation
- Environmental and pollution liability
- Medical malpractice and healthcare liability
- Toxic tort litigation, including asbestos claims

Steve has also served as national coordinating counsel in large-scale litigation, managing defense strategies across jurisdictions and working with corporate representatives, local counsel, and experts to manage litigation exposure.

Steve is particularly drawn to cases involving complex technical or scientific questions. He works with engineers, forensic specialists, medical professionals, and other experts to understand how things work, challenge competing theories, and translate complicated evidence into a persuasive, understandable story. He chairs the firm's Fire & Explosion Litigation Section and holds the Certified Fire & Explosion Investigator (NAFI-CFEI) and Fire Investigation Technician (IAAI-FIT®) credentials.

Steve enjoys researching and writing about emerging legal issues involving artificial intelligence, including liability, contracts, insurance, and corporate responsibility. He explores practical applications of AI in litigation and legal workflows, recognizing both its potential and the importance of applying critical thinking and professional judgment to its use.

Areas of Practice

- Fire & Explosion Litigation
- Product Liability
- Toxic Tort
- Litigation and Risk Management
- Manufacturing

Education

- University of Wisconsin, J.D., 2004
- Emory University, B.A., 2001

Bar Admissions

- Wisconsin
- Illinois
- Minnesota
- U.S. District Court, Eastern and Western Districts of Wisconsin, Northern District of Illinois
- U.S. Court of Appeals, 7th Circuit

Professional and Civic Associations

- Milwaukee Bar Association
- State Bar of Wisconsin
- Defense Research Institute
- International Association of Arson Investigators (IAAI)
- National Association of Fire Investigators (NAFI)

Honors and Accomplishments

- *The Best Lawyers in America*®, Product Liability Litigation - Defendants (2021-2027), Commercial Litigation (2024-2027)
- AV Preeminent® Peer Review Rated by *Martindale-Hubbell*®
- Wisconsin Rising Stars (2011-2013, 2015-2019)

Community Involvement

- Medical College of Wisconsin Neuroscience Research Center, Advisory Board