



KW2 Named One of Madison's Best Places to Work

MADISON, September 15, 2022 – Knupp & Watson & Wallman (KW2), a leading digital and advertising agency with primary headquarters in Madison, WI, is pleased to announce they have been named one of Madison Magazine's Best Places to Work in 2022. The award honors outstanding organizations in Madison where satisfaction, benefits and engagement rank highly based on employee surveys.

KW2 was honored as the 4th best company in the small business category which is comprised of organizations with 10-50 employees.

“This recognition is a reflection of our ongoing commitment to building a culture that continually finds new ways to connect, engage and drive employee satisfaction,” says KW2 CEO Jennifer Savino. “Employers in this market are fortunate to be able to hire the best of the best, and we’re proud that our outstanding employee retention history shows that our efforts have gone a long way to keeping our staff fulfilled, engaged, and happy in the work we do on behalf of our clients.”

Quantum Workplace, an employee-engagement software business, facilitates the Best Places to Work program and offers companies insights about their employees' involvement and satisfaction honoring those who deliver an extraordinary working environment. Management, coworkers, benefits, satisfaction, and trust are surveyed, and results are given to business leaders to give them insight into the organizational strengths and opportunities.

“Nobody here has an easy job,” adds COO Tim Christian. “We’re a high-volume, fast-paced service-oriented company, and we greatly respect the demands it can place on the lives of our staff and their families. Our daily mission to empower and improve lives begins with doing so for our team, so they can do the same for our clients and their audiences.”

KW2's communications touches millions of lives through our work with over 40 clients who offer public health, higher education and workforce development services across the country. The company's rapid growth over the past three years resulted in KW2 being named to Inc. Magazine's Fastest Growing Companies in America list in 2022 but hasn't slowed the effort to make a special culture where all voices are respected and heard.

"The pandemic forced employers everywhere to rethink how they can meet their employees where they are," says Savino. "But despite our record growth and successes during that time, we've doubled down on how we will bring meaningful connection to the company in the years ahead."

About KW2

KW2 is a 36-year-old full-service digital and advertising agency with a long history of public health, higher education and business services successes. We work with leading organizations like The Wisconsin Department of Health Services, The Wisconsin Department of Children and Families, The University of Wisconsin, The Wisconsin Technical College System and Madison College to help clients market smarter and better. With a mission of empowering and improving lives, we believe our people grow together in diverse, equitable and inclusive environments where their unique insights, experiences and backgrounds are valued and build authentic relationships. KW2 is a woman-owned WBE and WBENC certified firm. In 2022, we were named to Inc. Magazine's Fastest Growing Companies in America. Visit us at kw2madison.com.

Contact: Molly Vidal
608-232-2300
mvidal@kw2madison.com