

Inc.



KW2 Makes 2022 Inc. 5000 Annual List, Named Number 22 in Wisconsin

NEW YORK, August 23, 2022 – Inc. Magazine revealed that Madison-based digital and advertising agency KW2 (Knupp & Watson & Wallman, Inc.) is No. 2254 and No. 22 in Wisconsin on its annual Inc. 5000 list, the most prestigious ranking of the fastest-growing private companies in America. The list represents a one-of-a-kind look at the most successful companies within the economy’s most dynamic segment—its independent businesses. Facebook, Chobani, Under Armour, Microsoft, Patagonia, and many other well-known names gained their first national exposure as honorees on the Inc. 5000.

“We’re very pleased to be recognized for KW2’s record growth, but the big reward is really the amount of outstanding and important work created by our outstanding team,” says KW2 CEO Jennifer Savino. “Our staff is dedicated to the mission of empowering and improving lives, and throughout the growth and with our new hires, they delivered on behalf of our many clients again and again.”

The companies on the 2022 Inc. 5000 have not only been successful, but have also demonstrated resilience amid supply chain woes, labor shortages, and the ongoing impact of Covid-19. Among the top 500, the average median three-year revenue growth rate soared to 2,144 percent. Together, those companies added more than 68,394 jobs over the past three years.

Complete results of the Inc. 5000, including company profiles and an interactive database that can be sorted by industry, region, and other criteria, can be found at www.inc.com/inc5000. The top 500 companies are featured in the September issue of *Inc.* magazine, which will be available on August 23.

“The accomplishment of building one of the fastest-growing companies in the U.S., in light of recent economic roadblocks, cannot be overstated,” says Scott Omelianuk, editor-in-chief of Inc. “Inc. is thrilled to honor the companies that have established themselves through innovation, hard work, and rising to the challenges of today.”

“Throughout the past 36 years, we’ve been proud of how many people our work has helped,” Savino added. “We’re especially proud of our team for making great work and this national recognition happen.”

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. The woman-owned, WBENC and WBE-certified firm is known for its 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. See more at kw2madison.com.

CONTACT:

Molly Vidal: mvidal@kw2madison.com

More about *Inc.* and the Inc. 5000

Methodology

Companies on the 2022 Inc. 5000 are ranked according to percentage revenue growth from 2018 to 2021. To qualify, companies must have been founded and generating revenue by March 31, 2018. They must be U.S.-based, privately held, for-profit, and independent—not subsidiaries or divisions of other companies—as of December 31, 2021. (Since then, some on the list may have gone public or been acquired.) The minimum revenue required for 2018 is \$100,000; the minimum for 2021 is \$2 million. As always, Inc. reserves the right to decline applicants for subjective reasons. Growth rates used to determine company rankings were calculated to four decimal places. The top 500 companies on the Inc. 5000 are featured in *Inc.* magazine’s September issue. The entire Inc. 5000 can be found at <http://www.inc.com/inc5000>.

About Inc.

The world’s most trusted business-media brand, Inc. offers entrepreneurs the knowledge, tools, connections, and community to build great companies. Its award-winning multiplatform content reaches more than 50 million people each month across a variety of channels including websites, newsletters, social media, podcasts, and print. Its prestigious Inc. 5000 list, produced every year since 1982, analyzes company data to recognize the fastest-growing privately held businesses in the United States. The global recognition that comes with inclusion in the 5000 gives the founders of the best businesses an opportunity to engage with an exclusive community of their peers, and the credibility that helps them drive sales and recruit talent. The associated Inc. 5000 Conference & Gala is part of a highly acclaimed portfolio of bespoke events produced by Inc. For more information, visit www.inc.com.

For more information on the Inc. 5000 Conference & Gala, visit <http://conference.inc.com/>.