



FOR IMMEDIATE RELEASE

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## **KW2 Receives National Women's Business Enterprise Certification**

*Certification recognizes CEO Jennifer Savino's leadership and KW2's continued operational excellence*

**MADISON, Wis.**—KW2, one of Wisconsin's longest-running full-service strategic marketing and communications agencies, announced today the company is now certified as a Women's Business Enterprise (WBE) by the [Women's Business Enterprise National Council](#) (WBENC)—the largest certifier of women-owned businesses in the U.S. The national recognition is in [addition to the certification KW2 received from the State of Wisconsin](#) as a Woman-Owned Business Enterprise in 2021.

"We are extremely honored to be certified both nationally and by the State of Wisconsin as a WBE," said Jennifer Savino, KW2's CEO and primary owner.

WBENC-Certified WBEs must go through a rigorous process to validate the business is owned, managed, and controlled by a woman or women. The certification standard is accepted by more than 1,000 corporations representing America's most prestigious brands, in addition to many states, cities, and government entities. More information about WBENC and the in-depth certification process is available [HERE](#).

"KW2 is rooted in the belief that every individual, regardless of life stage or circumstance, deserves to live a healthy and vibrant life," said Savino. "We are excited at the partnership opportunities this national WBE certification brings to expand this important work."

With women-owned businesses making up only 19.9% of firms that employed people in the United States in 2018 ([according to the U.S. Census Bureau in 2021](#)), the national and Wisconsin WBE certifications enable businesses, government agencies, and organizations seeking or needing to diversify their partners for strategic marketing and communications efforts to utilize KW2 to fulfill those requirements.

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### **BACKGROUND:**

KW2 is a 35-year-old full-service digital and marketing agency with a long history of success in public health, higher education, and business services. We are a Wisconsin and nationally-certified WBE company that tackles some of society's most challenging issues for leading organizations like The Wisconsin Departments of Health Services, Children and Families, and Natural Resources, as well as The University of Wisconsin, The Wisconsin Technical College System, and First Choice Dental. With a mission of empowering and improving lives, we believe our people grow in a diverse, equitable, and inclusive environment where their valued insights and experiences help us build authentic relationships. Learn more about KW2's values, results, services, and clients at [kw2madison.com](http://kw2madison.com).