

MEDIA ALERT



FOR IMMEDIATE RELEASE

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KW2 Becomes Certified as Woman-Owned Business

CEO Jennifer Savino celebrates becoming primary owner of one of Wisconsin's longest running marketing firms.

MADISON, Wis.—KW2, a 35-year-old digital and marketing agency, announced today that the company is now [certified as a Woman-Owned Business Enterprise](#) (WBE) by the State of Wisconsin. The certification follows KW2's CEO Jennifer Savino becoming the company's primary owner in 2020.

"KW2 has worked in partnership with public and private organizations for thirty-five years to tackle some of society's most challenging communication problems," said Savino. "I am thrilled and humbled by the opportunity to lead the next chapter of our company, and I remain dedicated to KW2's core values of empowering and improving people's lives."

Businesses must demonstrate they are primarily owned, controlled, and actively managed by a woman or women [to be formally certified as a WBE by the State of Wisconsin](#).

"Jen's amazing ambition, deep industry expertise, and uncanny ability to identify an effective solution for even the most stubborn of issues will further reinforce KW2's already strong reputation as a change agent and leader in strategic communications and marketing," said Andy Wallman, KW2 President, Executive Creative Director and co-owner.

With over 25 years of marketing, advertising, and PR experience, Savino served as a brand strategist and director of account planning in Seattle working with Microsoft, Boeing, HP, and T-Mobile before joining KW2 in 2005. She is a regular expert speaker, judge, and guest lecturer for initiatives at University of Wisconsin campuses, statewide business plan contests, and the Wisconsin Technology Council, as part of her commitment to strengthening and nurturing the next generation of business leaders and strategic communicators. Savino's volunteer work in the community includes having served on numerous Wisconsin boards and committees including the Madison Museum of Contemporary Art, and Briarpatch Youth Services, Inc., and Chair of the Rotary Club of Madison's Community Grants program, which allocated hundreds of thousands of dollars to local nonprofits. She also [worked with the YWCA for over ten years to deliver birthday parties](#) to youth experiencing housing insecurity.

"I am incredibly proud to have "Primary Business Owner and CEO" on my resume," said Savino. "But, I am even more proud to work alongside my talented KW2 teammates every day to continue serving our clients and the public in new and innovative ways that make a positive impact on our state and country."

BACKGROUND:

Focusing on helping public and private sector organizations empower and improve lives for over 35 years, KW2 is one of Wisconsin's longest-running full-service marketing agencies. This work includes a long history of supporting industries such as public health, higher education, and business and professional services. KW2 helps clients 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 market smarter, better, and more authentically.

KW2 believes in a culture where their people grow together in diverse, equitable and inclusive environments and unique insights, experiences and backgrounds are valued. Learn more about KW2's values, results, and services by visiting: kw2madison.com.