



FOR IMMEDIATE RELEASE

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Tim Christian Becomes Ownership Partner at KW2

Christian also named Chief Operating Officer



KW2 **Tim Christian**
Partner and COO

MADISON, Wis.—KW2, one of Wisconsin's longest-running full-service strategic marketing and communications agencies, announced today that Tim Christian has become one of its ownership partners. Christian, a thirty-year marketing veteran, has also been named the firm's Chief Operating Officer.

"Since joining KW2 in 2005, I knew our company was different from the rest. With KW2's focus on empowering and improving lives through behavior change marketing, we have positively impacted millions of lives across the nation," said Christian. "I am proud to have this opportunity to help lead our firm, while continuing to deliver strong, effective communication strategies for our clients."

Before joining KW2, Christian held leadership roles at the Minneapolis firms of Riley Hayes Advertising and Carmichael Lynch, as well as Young & Rubicam of Detroit. He is a graduate of the University of Kansas. When the advertising industry began to shift to more digital tactics, Tim took over KW2's Digital Division in 2012. In this role, he helped lead digital media and user experience design.

"Tim is a true believer in KW2's mission and in the power of marketing and communications for the good of individuals, families, and communities," said KW2 CEO and Co-owner Jennifer Savino. "As our firm continues to grow and look to the future, I am excited to have him as part of our talented group of partners."

Christian's expertise in higher education marketing, in particular, has supported dozens of KW2's colleges and universities clients in reaching their marketing, recruitment, and enrollment goals, despite the challenging and changing education landscape.

"I couldn't be more thrilled to have Tim become an even more integral part of our firm," said Andy Wallman, KW2 President and Co-owner. "His leadership, expertise, and commitment to our clients is felt throughout the organization."

Beyond KW2, Christian works to empower and improve lives by being a member of the Madison College Marketing Advisory Board, which provides the marketing industry perspective to faculty which helps shape their curriculum within the marketing and graphic design degrees. He also volunteers for Meals on Wheels, supports a variety of musical arts initiatives, and plays music for senior living communities throughout the Madison area.

"Marketing and communications are the most effective way for organizations to reach their audiences and encourage positive behavior change," said Christian. "I am proud of the tremendous work our KW2 team does every single day to accomplish those goals and make our communities stronger."

To learn more about Christian's extensive experience, please visit [HERE](#).



BACKGROUND:

KW2 is a 36-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.