

FOR IMMEDIATE RELEASE

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KW2's Andy Wallman retiring after 33 years in advertising

MADISON, Wis.—Andy Wallman, one of Wisconsin's most beloved advertising leaders and co-owner of KW2, recently announced his retirement after 33 years in the industry and 23 years as a leader at KW2.

"Dr. Seuss once said, 'Don't cry because it's over, smile because it happened,'" said Wallman. "I'm proud to say that I have professionally achieved what I wanted to over the past three decades. I have a ridiculous amount of stuff to smile about."

His first priority in retirement: starting to edit his dad's book which details his WWII and POW experiences.

"Being able to dedicate time to my dad's story is a lifelong dream of mine. I'm ecstatic that I will finally have time to dig in," said Wallman.

His retirement from his position as President and Executive Creative Director of KW2, as well as his stepping down as co-owner of the agency was final end of June.

"From the moment Andy started over two decades ago, he has had a tremendous and positive impact that has ultimately shaped KW2 into the values-driven agency we are today," said Jennifer Savino, KW2 CEO and Co-Owner. "He is in our agency's DNA and will continue to impact the creative work we do."

"KW2 is a very special place. The core of our work is helping people, and we do it with a straight-up all-star team," said Wallman. "There is nothing greater or more satisfying one could ask for in life. I am so proud of what we at KW2 have accomplished, and I know the team will get more and more special over time."

Although he is retiring from full-time, day-to-day agency duties, Wallman's passion for creative endeavors and the advertising industry remains. He also looks forward to spending more time with wife Jen and his three daughters, as well as continuing to volunteer for non-profit organizations in Cambridge.

BACKGROUND:

KW2 is a 37-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](https://www.kw2madison.com).

