

Franklin Strategy: Expands with new staff

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Growing public affairs, communications firm increases bandwidth

[Madison, WI] – Today, Franklin Strategy announced that it added Peter Platten to the team as an associate. The growing public affairs and communications firm was founded earlier this year by longtime political operative Joe Fadness. Peter increases the capacity of Franklin Strategy, which serves a range of clients in the political, nonprofit, and small business spaces.

Peter Platten is a Green Bay native and recent graduate of the University of Wisconsin. His professional experience during college includes internships at Schneider National, the office of Representative John Macco, and Governor Scott Walker's campaign.

“Peter is a great addition to the Franklin Strategy team,” said Joe Fadness, the firm's founder. “With Peter's enthusiasm and organization, we will continue to exceed client expectations with results and a high level of service.”

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