

Platform Communications: Announces senior hire from legislative leadership

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[Madison, Wis.] – Platform Communications, a Midwest-based strategic communications firm, announced the addition of Rusty Schultz as Director of Public Affairs & Corporate Communications, bringing him on after several years working in legislative leadership in the Wisconsin State Capitol.

A Ripon College graduate, Schultz comes to Platform after a decade with the Wisconsin State Assembly, most recently having served as Chief of Staff to Majority Leader Jim Steineke since 2015. Previously, Schultz worked in a wide variety of government and political roles in the Legislature, for the Republican Assembly Campaign Committee, and the campaigns of Gov. Scott Walker and U.S. Sen. Ron Johnson, with responsibilities encompassing strategy, policy, communications, digital, field and more.

“I am pleased to welcome Rusty to the Platform team,” said Keith Gilkes, Chairman and CEO. “Platform has built a record of results for a wide and growing roster of clients in Wisconsin and across the Midwest, and we’re excited to bring Rusty’s experience, relationships, and insight to our team as we continue to expand our client roster both in the state of Wisconsin and across the country.”

“I’m thrilled to be joining the Platform team,” said Rusty Schultz. “Not only is the Platform team dedicated to their work, but they also have a proven track record of delivering real results. This is an ideal place for me to continue my work and expand upon it, through service to a roster of clients that are shaping what is happening not only in the State Capitol, but the broader public arena.”

Platform Communications, founded by Gilkes in 2017 after his years of serving as top political advisor to former Gov. Scott Walker, has steadily grown its list of clients and projects. Client work includes global companies, economic development projects, successful coalition building and ballot initiatives, a wide range of advocacy efforts on the state and national level, and industry associations and nonprofits of all shapes and sizes.

Platform's professional team also has decades of collective experience in state and federal government – not to mention roles in dozens of successful political campaigns at the local, statewide, and federal levels.

In addition to Schultz, Gilkes' team at Platform Communications includes President & Chief Operating Officer Brian Reisinger, Executive Vice President of Finance & Administration Kathryn Kotowski, Vice President of Marketing & Digital Strategy Anthony Birch, Director of Advocacy Nathan Conrad, Director of Policy Research Lauren Clark, Director of Public Relations Erin Collins, Field Operations Strategist & Account Executive Matthew Johnson, as well as a digital division and a range of other strategic advisors and support staff.

For more information on the firm and its growing client list, or to set up a consultation, please visit platform-communications.com.