

Platform Communications: Announces series of promotions, staff changes

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MADISON — Platform Communications, a Midwest-based strategic communications firm, announced today a series of promotions and a staff addition made by the company, including the launch of a new Public Affairs Division to be headed by Rusty Schultz. The changes reflect the wide variety of client services Platform provides its diverse listing of clients, which includes strategy, message development, advocacy, public relations, marketing and digital services and more.

In addition to the promotion of **Schultz**, who will now serve as the firm's **Vice President of Public Affairs** after serving as Director of Public Affairs and Corporate Communications. Platform is pleased to announce the hire of **Alec Zimmerman, who will serve as the firm's Director of Advocacy and Strategic Communications**. A seasoned communications professional, Zimmerman had previously worked for Platform in other capacities, following years of experience having served in top press roles for numerous statewide campaigns and legislative leadership. Joining Schultz and Zimmerman as a part of the Public Affairs division are current Platform employees **Lauren Clark, who serves as the Director Policy and Research** and **Evan Hafenbreadl, who was hired last year as an Account Executive**.

Platform is also pleased to announce that **Erin Voelkel** has been elevated to the position of **Senior Director of Public Relations and Media Strategy**. Additionally, **Brian Reisinger** will assume the title of **President and Chief Content Officer**, after previously serving as President and Chief Operating Officer, to reflect an increased focus on company messaging and content development. And **Derek Gilkes** will shift from Creative Services Coordinator to **Account**

Coordinator as he focuses more on client work.

“We’re incredibly pleased to announce this robust round of upgrades to our team today that will ultimately reflect a strengthening of Platform Communications and the services we’re able to provide to our clients,” said **Keith Gilkes, the firm’s Chairman and CEO**. “With deep relationships with policymakers, thought and community leaders, and years of experience developing winning messages, the Platform team continues to build on our ability to deliver winning results.

“I can’t say enough about the team at Platform, and the incredible roster of clients we’ve had the opportunity to build together,” said **Reisinger**. “With the creation of our Public Affairs Division and the various changes in responsibility that many of us are taking on, we are positioning our team to do on an even higher level what has always set us apart: delivering real results.”

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