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Inc. 5000

For the 2nd Time, KSA Marketing Makes the Inc. 5000, at No. 2284 in 2024, With Three-Year Revenue Growth of 228%

Warwick, Rhode Island, August 13, 2024 - *Inc.* revealed today that KSA Marketing, a full-service, woman-owned advertising agency, ranks No. 2284 on the 2024 Inc. 5000, its annual list of the fastest-growing private companies in America. The prestigious ranking provides a data-driven look at the most successful companies within the economy's most dynamic segment—its independent, entrepreneurial businesses. Microsoft, Meta, Chobani, Under Armour, Timberland, Oracle, Patagonia, and many other household-name brands gained their first national exposure as honorees on the Inc. 5000.

This marks the second consecutive year of recognition for KSA's rapid growth and innovation in the marketing industry. "Landing on the Inc. 5000 list once is impressive. Making it a second time is evidence of KSA's sustained growth and hard work," said Katie Schibler Conn, Founder & CEO. "This recognition is more than the numbers; it's about the drive and resilience of a smart, scrappy team of marketers that will stop at nothing to create forward-thinking, performance-driven solutions for clients of every size."

The Inc. 5000 class of 2024 represents companies that have driven rapid revenue growth while navigating inflationary pressure, the rising costs of capital, and seemingly intractable hiring challenges. Among this year's top 500 companies, the average median three-year revenue growth rate is 1,637 percent. In all, this year's Inc. 5000 companies have added 874,458 jobs to the economy over the past three years.

For complete results of the Inc. 5000, including company profiles and an interactive database that can be sorted by industry, location, and other criteria, go to www.inc.com/inc5000. All

5000 companies are featured on Inc.com starting Tuesday, August 13, and the top 500 appear in the new issue of *Inc.* magazine, available on newsstands beginning Tuesday, August 20.

KSA Marketing is known for its *Oh Sh*t! to Hell Yeah!*™ approach, transforming challenges into opportunities with innovative, integrated media solutions. The agency's advertising campaigns and workforce development expertise have consistently delivered growth for its diverse clientele.

Based in Rhode Island, KSA Marketing is a leader in growth and driving positive change across industries. From brand awareness to talent recruitment, KSA offers bold, channel-agnostic strategies that ensure maximum impact and optimized spending for its clients.

“When I take a step back and look at the odds of achieving and sustaining this pace of growth as a female founder, it’s like KSA is a purple unicorn in a sea of white unicorns,” adds Schibler Conn. KSA Marketing stands out not just for its growth but also for being among the less than 1% of advertising agencies in North America owned by women or nonbinary individuals. According to the National Women’s Business Council, only 1.9% of women-owned businesses surpass \$1 million in revenue.

For more information about KSA Marketing's achievements and services, visit KSA Marketing's website, teamksa.com.

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About KSA Marketing

KSA Marketing is a full-service, woman-owned marketing and advertising agency based in Warwick, Rhode Island. Dedicated to creating data-driven campaigns and integrated media solutions, KSA helps clients turn their *Oh Sh*t! to Hell Yeah!*™ victories.

More about *Inc.* and the Inc. 5000

Methodology

Companies on the 2024 Inc. 5000 are ranked according to percentage revenue growth from 2020 to 2023. To qualify, companies must have been founded and generating revenue by March 31, 2020. They must be U.S.-based, privately held, for-profit, and independent—not subsidiaries or divisions of other companies—as of December 31, 2023. (Since then, some on the list may have gone public or been acquired.) The minimum revenue required for 2020 is \$100,000; the minimum for 2023 is \$2 million. As always, *Inc.* reserves the right to decline applicants for subjective reasons. Growth rates used to determine company rankings were calculated to four decimal places.

About *Inc.*

Inc. Business Media is the leading multimedia brand for entrepreneurs. Through its journalism, *Inc.* aims to inform, educate, and elevate the profile of our community: the risk-takers, the

innovators, and the ultra-driven go-getters who are creating our future. *Inc.*'s award-winning work achieves a monthly brand footprint of more than 40 million across a variety of channels, including events, print, digital, video, podcasts, newsletters, and social media. Its proprietary Inc. 5000 list, produced every year since its launch as the Inc. 100 in 1982, analyzes company data to rank the fastest-growing privately held businesses in the United States. The recognition that comes with inclusion on this and other prestigious *Inc.* lists, such as Female Founders and Power Partners, gives the founders of top businesses the opportunity to engage with an exclusive community of their peers, and credibility that helps them drive sales and recruit talent. For more information, visit www.inc.com.