



**CRONIN | PRESS KIT**

# About Cronin

## Hello!

Cronin is a proudly independent, full-service agency based in Connecticut. Our capabilities include: research & insights; strategy; creative & content; paid media planning, activation & analytics; public relations & communications; social media; video production, animation & photography.

Cronin is a member of AMIN Worldwide, a global network of 50+ independent agencies bringing together global market insights and industry expertise to move our clients forward.

AMIN  
WORLDWIDE

## Our Mission

To help our clients stand apart from their peers and achieve their business and marketing objectives, leveraging creativity as a force multiplier.

## Fast Facts

- Independently owned since 1948
- 48 full-time employees
- Core industries we serve: healthcare, financial services, consumer goods & services, retail/QSR, industrial, and government
- Headquartered just outside of Hartford in Glastonbury

# What clients say about us



*Cronin has exceeded all of our expectations! It is all fantastic and the energy here is something I've never seen*



*Creative geniuses and mad scientists*



*Consummate pros - your client leadership team gets how all the pieces fit together and your creative team is simply awesome - they listen well and have helped us get to the core of our identity*



*Your presentation was so deep and rich, the creative development process so incredibly inspiring, and your process bulletproof*



*Your team is outstanding - the best experience we've had working with a marketing agency*



*The expertise and quality from each area of your team in producing our campaign was clear and obvious to anyone who has remotely been involved with media campaigns in the past - I have received many compliments on this from across the organization*

# Leadership team



**Mark Demuro**  
CEO



**Elizabeth Proctor**  
EVP



**AnnMarie Kemp**  
SVP, Communications



**Tracy Klimkoski**  
VP, Media & Analytics

NIH03D



**Ann Robertson**  
Executive Creative Director



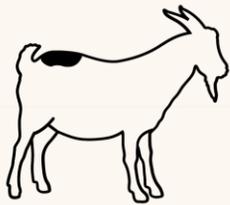
**Scott Higgins**  
Executive Creative Director



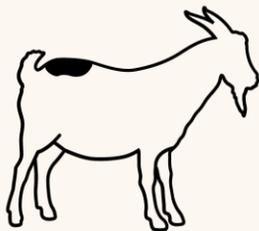
**Katharine Laban**  
AVP, Culture and People

Logo

**CRONIN**



**CRONIN**



**CRONIN**

All goat. No sheep.

# Press contact



**AnnMarie Kemp**

SVP, Communications

[akemp@cronin-co.com](mailto:akemp@cronin-co.com)

860-703-8244