

Agency Leaders Now Agency Owners

Steve Wolfberg, Kim Manning
purchase Cronin and Company

They've worked closely as partners (with a small "p") at Cronin since late 1980's – Steve as the head of the creative department and Kim leading the account group, and later, heading up strategic planning. Now, they're owners and Partners of Cronin and Company – bringing their respective strengths and complimentary talents to lead one of the Northeast's most dynamic agencies.



Steve Wolfberg
Partner/President, Chief Creative Officer

Steve started at Cronin as Copy Director in 1989. A talented and award-laden writer in his own right, he's most proud of the creative department he's built at Cronin – among the finest in the Northeast. In a career that's spanned over 25 years, Steve's work is known for its ability to get noticed, get remembered and, most importantly, get results (as his five EFFIE awards can attest). A frequent guest as "Advertising Guru" on Connecticut's top radio station, Steve has also appeared on NBC speaking about political ads and ESPN discussing the Super Bowl. Steve is a graduate of the University of Connecticut, where he hosted the worst show in radio history, "Wake Up With Wolfie." He lives in Avon, Connecticut with his wife and two children.



Kim Manning
Partner/ Chief Operating Officer

Kim's been with Cronin for over 15 years, and has been chief steward of Cronin's exceptional client service – a hallmark of the agency. She also oversees all of the agency's strategic and brand planning initiatives, and her style is rooted in her understanding that great strategy needs to accomplish two things – inspire brilliant communications and get results. Over the years, she's created strategies to launch new brands and helped re-define existing brands to be more competitive. In her spare time (!), Kim has enjoyed guest lecturing at the University of Connecticut and Quinnipiac University. Kim is a graduate of the University of Connecticut and lives in Cheshire, Connecticut with her husband and two sons.