

EXCITING CHANGES AT CRONIN AND COMPANY

New “Innovation” position created and new head of interactive named

The marketing communications world is changing every minute. The way we help our clients reach their customers and prospects today may be nothing like the way we do it tomorrow. So to help us, and our clients, stay ahead of the curve, we’ve taken two exciting steps: We’ve created a new senior position that is dedicated solely to “what’s next,” and bolstered our existing interactive department with new leadership.

Dan Weingrod is now our Senior Vice President, Director of Innovation Strategies. Dan was the director of our interactive group for nearly 10 years and was one of the key architects of the department’s growth. He’s a knowledge seeker, a visionary thinker and a teacher – and that’s what makes him ideal for this newly created position. Dan’s new job is simple: find out what’s new (or on its way) in the marketing communications world and strategize on how we can put it to work for our clients – either as a complement to current marketing programs or as an exciting new initiative.

Kevin Colletti has joined us as our new Vice President, Director of Interactive. Kevin is a former owner and president of Zag Interactive, one of the area’s leading full-service interactive agencies. Before that, Kevin was the Head of eBusiness Operations at ING, where he was responsible for the overall online experience for ING’s externally facing websites in the US. Kevin’s been on the cutting edge of interactive communications, well, pretty much since there have been interactive communications, and will bring a wide range of knowledge and experience to everything we do in the interactive space.

We’re very excited about these positive changes at Cronin. If you want to know more, feel free to contact us.