

Local marketing firm to partner with top Connecticut agency

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ALBANY – A local business alliance is bringing a national brand marketing communications agency to Albany, officials said this week.

Cronin and Company LLC is teaming up with local marketer Millenium Business Communications LLC.

“We’re very excited about having a presence in Albany given the tremendous growth the region is currently experiencing,” said Steve Wolfberg, partner, president, and chief creative officer for Cronin. “It’s the perfect market for us to expand our footprint and we believe we have a unique offering of services and experience needed to help continue to spur expansion.”

Cronin, a full service marketing firm that was rated Connecticut’s top agency for five years in a row, offers integrated capabilities in advertising, public relations, social media, research, and media planning and buying, officials said, noting its client roster which includes Amica Insurance, Benihana, International Aero Engines, and McDonald’s.

“Cronin brings a higher caliber of services and experience to the market than what currently exists,” said Paul Madelone, chief marketing officer for Millennium. “We’ve had the pleasure of partnering with Cronin on previous client initiatives, including CDPHP in 2005, and are confident this alliance will be a win for both of our companies as well as clients.”

Millennium Business Communications’ clients include The Bette Companies, La Salle Institute, Albany Medical Center and Fidelis Care.

The two agencies will be sharing office space at Shaker Park West. They will work on business development and sharing client responsibilities based on scope and need.