



ROBIN PAUL CRONINGER
DIRECTOR OF MARKETING
AND BUSINESS DEVELOPMENT

(405) 552-2361 **DIRECT**
(405) 228-7361 **FAX**
robin.croninger@mcafeetaft.com

McAFEE & TAFT
Leaders in Creating Legal Solutions®

TENTH FLOOR
TWO LEADERSHIP SQUARE
211 N. ROBINSON
OKLAHOMA CITY, OKLAHOMA 73102
www.mcafeetaft.com

BIOGRAPHY

As Director of Marketing and Business Development, Robin Paul Croninger is responsible for leading the firm's strategic marketing, branding, communications and research initiatives and overseeing its business development efforts.

Upon graduating from Oklahoma State University with the bachelor's degree in journalism, Robin began her career as a field marketing representative with Oklahoma-based Sonic Industries in 1986. Over the course of nearly 11 years, she worked her way through the marketing ranks, ultimately serving as the director of field marketing and then director of relationship marketing. In 1997, she was named the director of marketing and communications for MidFirst Bank and its affiliates. Most recently, Robin was senior partner with Third Day Communications, an Oklahoma City-based full service marketing, business development and creative services firm serving clients primarily in the legal, financial services, professional services and retail industries as well as non-profit and faith-based organizations. While with Third Day Communications, she served as a consultant to McAfee & Taft for five years.

Throughout her career, Robin has earned valuable hands-on experience in virtually every facet of marketing, including brand development, strategic planning, advertising, product research and development, sales promotion, campaign development and integration, and public relations.

In recent years, Robin has provided *pro bono* marketing services to numerous charitable and faith-based organizations, including Circle of Care for Children and Youth, The Education and Employment Ministry, Volunteers in Mission, Project Transformation, Celebrations Pre-School and Mustard Seed Development Corp. She also previously served on the board of Positive Tomorrows, an Oklahoma City organization which provides education and family support services to homeless and low income children and their families, and served as a mentor/sponsor for Community Youth Outreach of Oklahoma City.

Robin is a member of the Legal Marketing Association and Phi Kappa Phi.