

## Robin G. Croninger

Chief Marketing Officer

(405) 552-2361 | [robin.croninger@mcafeetaft.com](mailto:robin.croninger@mcafeetaft.com) | Oklahoma City



### Overview

As Chief Marketing Officer, Robin Croninger is responsible for leading the firm's strategic marketing, branding, communications and research initiatives and overseeing its business development efforts. She is also an editor for McAfee & Taft's *EmployerLINC*, a website dedicated to employers and human resources professionals, featuring news, analysis and commentary by McAfee & Taft attorneys about current events, hot topics and developments in labor, employment and employee benefits law.

During her tenure with McAfee & Taft, her teams have won international Legal Marketing Association "Your Honor Awards" in the categories of "Identity" and "Practice Development and Client-Based Programs."

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. Prior to joining McAfee & Taft in 2008, 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.

Robin is a volunteer with The Spero Project, a non-profit organization whose mission is to serve Oklahoma City's international refugee community by welcoming new neighbors and connecting them with the relationships, resources and learning opportunities that make Oklahoma City a place of belonging.