

# Laughlin Constable: Agency veteran Anthony Romano tapped as CEO

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**CHICAGO (Aug. 10, 2022)** - [Laughlin Constable](#), the independent, full-service creative agency, today announced it has named Anthony Romano as CEO. Romano joins the family-owned Midwest agency to partner with chief creative officers Jon Laughlin and Pat Laughlin as the agency accelerates its next phase of evolution and growth at its Chicago and Milwaukee offices.

Romano had most recently founded an independent marketing and growth acceleration consultancy in Minneapolis, where he had previously relocated to run Wunderman Thompson as the president of its Midwest offices. Prior to Wunderman Thompson, Romano was at BBH as the CEO of its New York office, and at R/GA, where he served as the agency's US chief of client services. Over his career, Romano has been part of agency teams that have been named Agency of the Year, Digital Agency of the Year, Mobile Marketer of the Year, Direct Marketer of the Year and more.

"We are thrilled to have Anthony join our family," said Founder and Chairman Steve Laughlin. "His leadership style, digital expertise, passion for creativity and his track record in driving real growth will be the perfect complement to our agency's strengths and will set us on a path to take our company and clients to the next level."

Romano, who was named to the 2018 Campaign US "Digital 40 Over 40" list, has more than two decades of experience driving growth, transformation, award-winning work and results for some of the world's most iconic brands, including

Porsche, Harley-Davidson, Anheuser-Busch, Best Buy, General Mills, Citibank, Gap, Samsung, Pepsi, Sherwin-Williams, UnitedHealth Group, Coca-Cola, JP Morgan Chase, GSK, Nestlé, Hershey's, MasterCard, Converse, Loews Hotels, TD Bank, Braun, Verizon, PlayStation, Grubhub and Uber.

A native of the East Coast, Romano, describes himself as a Midwesterner at heart. In addition to his last few years in Minneapolis, he also spent eight years of his early career in the Twin Cities' agency scene. "From the very first meeting with Steve, Jon and Pat, it was clear that LC had everything I was looking for at this stage of my career. Fiercely independent, rich heritage, Midwestern values, obsessed with the synergy of creativity, media and experience, and genuinely people-first," said Romano.

In late 2021, Jon and Pat Laughlin were named co-chief creative officers of the agency owned by their family. Their father Steve Laughlin is chairman of the board. Laughlin Constable, founded in 1976, has offices in Chicago and Milwaukee as well as remote team members throughout the U.S.

Rome Seifert had been the acting-CEO since early 2022 and will resume his role as chief finance and operations officer with the hire of Romano. Romano will start in September and will relocate closer to Laughlin Constable's offices in the near future.