



ABOUT US

baldwin/clancy/rogan advertising



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JIM BALDWIN

JENIFFER CLANCY

MIKE ROGAN

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We believe work is everything, but it's not the only thing. We believe in the "two ears, one mouth" ratio of communication. And we believe in each other.

We encourage creativity in any form, within our walls and beyond. After all, there's more to life than advertising, even when advertising is your life.

We hope you'll learn a little about us here—both professionally and personally. And we look forward to being able to introduce you to the rest of the team.



ABOUT US

JIM BALDWIN

JENIFFER CLANCY

MIKE ROGAN

**JIM BALDWIN (Principal)**

Perhaps the only person in the world to “act” opposite Danny DeVito and Dr. Quinn, Medicine Woman. One of the few people to have served in the Navy on a ship named after him, the USS Wasp. Firmly believes his tennis game is throwing off his darts game. Addicted to heartbreak as a lifelong Red Sox and Tigers fan.

Previous to Baldwin/Clancy/Rogan, was a principal of Baldwin & Stone, Inc., an independent agency he founded in 1972. Began his career at N.W. Ayer in Philadelphia and New York as an account planner/marketing strategist working on Kimberly-Clark, DuPont Lucite paint and Dr. Scholl’s. Managed planning and account relationships on dozens of major New England clients while at Baldwin & Stone, including Crane Stationery, US Trust, Detroit & Northern Savings, Fanny Farmer, Scudder, Garelick Farms and Thomas Strahan Wallcoverings.

Coaches youth soccer, baseball and basketball, and, based on the success of his teams, continues to heed the advice of his mother not to quit his day job. Commutes by bike and still beats most everyone to the office.



ABOUT US

JIM BALDWIN

JENIFFER CLANCY

MIKE ROGAN

**JENIFFER CLANCY (Principal, Director of Account Service)**

Still questions her parents about the one “n” and two “f”s. Firmly believes a maroon 1996 Mitsubishi Galant “Diamond Edition” is the be all and end all of automobiles. Addicted to work, furniture shopping, work, work and furniture shopping.

Previous to launching Baldwin/Clancy/Rogan, rapidly rose through the ranks at Baldwin & Stone over a period of nine years. Successfully built brands and launched products for a broad range of accounts including Lightolier, Watts Industries, Cambridge College, Matrix Technologies, State Street Bank, Thermo Electron, and BTU International.

Supervises the Account Management team at Baldwin/Clancy/Rogan, researching, developing, and implementing integrated marketing strategies for myriad clients ranging from Simmons College School of Management to Amerlux Lighting Solutions.

A sponge for background knowledge in clients’ industries, she can install a backflow preventer to code, explain the energy efficiencies of metal halide, and tell you more than you’d ever care to know about oligonucleotides.



ABOUT US

JIM BALDWIN

JENIFFER CLANCY

MIKE ROGAN

**MIKE ROGAN (Principal, Creative Director)**

One of the few people who knows the rules of both cricket and baseball. Firmly believes that chocolate is the fertilizer of great ideas. Addicted to caffeine, 1950s baseball, and yard sales.

Previous to launching Baldwin/Clancy/Rogan in March of 2003, spent 11 years with Baldwin & Stone Advertising in Cambridge, Massachusetts. Prior experience included eight years in San Francisco with Grey Advertising and Donaldson Group, Inc. Has developed concepts and written copy for a variety of retail, business-to-business, industrial, hi-tech, and financial clients including: CitiStreet, Seagram Classics Wine Company, Wolfers Lighting, Seiko Instruments, W.B. Mason, Asanté Technologies, Caesars Tahoe, Liberty Bank, Tenney Mountain, The Brockton Enterprise, and State Street Bank. Oversees the creative process on all accounts at Baldwin/Clancy/Rogan, directing solutions for collateral projects, direct mail, corporate materials, and advertising in all media.

Of British origin, he spends much of his free time watching and playing sports he didn't know existed 20 years ago. Also has a slight addiction to traveling, escaping abroad to visit family and friends whenever time permits.



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