



LAUGHLIN CONSTABLE

Laughlin Constable Taps John Stachulski as Director of Programmatic Strategy

Milwaukee, Wis. (Nov. 20, 2018) -- Laughlin Constable (LC), a Top 25 independent agency, announced today that it has hired John Stachulski as its Director of Programmatic Strategy. Stachulski's role will continue to strengthen LC's media team and internal trade desk, leading solution development and activation efforts across LC's operated ad tech platforms.

"We're continuing to grow and improve our digital offering to clients by infusing data and strategy and driving greater integration in the programmatic space," said Vanessa Watts, Executive Vice President, Media. "Bringing in a new Programmatic Director cements that commitment."

Stachulski spent several years at DataXu directing media and data strategy rooted in measurement and analytics while working with brands such as ConAgra, Pandora, Subway, Bath and Body Works, Mercedes, American Signature and Lexus. At LC he looks to continue building a programmatic practice that helps clients use data to better understand their customers and media investment as new capabilities come to market.

"Independent agencies have a great opportunity to build technology and data expertise as the media landscape is changing faster than ever," Stachulski states. "It's clear that LC's leadership is making that a priority and taking industry pain points like transparency and supply chain quality very seriously. Having a seat at that table is very exciting."

This new role is a homecoming for Stachulski, who spent the early years of his career at LC as a Media Planner.

About Laughlin Constable

Laughlin Constable is a 4A's Top 25, full-service, independent advertising agency, since 1976. With offices in Chicago and Milwaukee, Laughlin Constable leverages creativity and technology to take brands From Now to Next[®]. In 2018, it was recognized as one of Chicago's "Best Places to Work" by Crain's Chicago Business and one of Milwaukee's "Top Workplaces" by the Milwaukee Journal Sentinel. Its annual billings are in excess of \$280 million. The agency's clients include: ASPCA, Master Lock, Milwaukee Bucks, Northwestern Medicine, Paris Presents, Sears Auto Centers, Transamerica, Wisconsin Department of Tourism and Yuengling. For more information, please visit Laughlin.com, www.facebook.com/LaughlinConstable or follow LC on Twitter @LaughlinAgency.

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