

ROWE
CREATIVE
UNION

Our partners

BOB WELTY

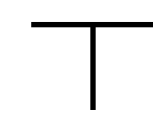
Environmental Creative Director

Bob Welty is a veteran of the Columbus design industry as one of the original partners of Chute Gerdeman, then moving over to WD partners in 2002 to start their design practice. His roll as Senior Vice President over the design studio included brand strategy, marketing and overall design leadership of the creative output of the team. Prior to his leadership role he was the lead creative over customer experience with expertise in translating strategy into branded customer journey's. As one of the founding members of ROWE Creative Union in 2016, Bob is utilizing his deep expertise gained from working with Fortune 500 brands to help entrepreneurs and start ups bring their passion projects to life. Over his 25+ years of consulting his key brand relationships include:

Target
Samsung
Eddie Bauer
Macy's
Express
Victoria Secrets

The North Face
Whole Foods
Walmart
Safeway
CVS
Shake Shack
Gatorade





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ANDREINA VINCENTELLI

Experience Director



Andreina Vincentelli has a Venezuelan spirit that comes out at just the right times with bilingual marketing & advertising positions over the past 10 years. Those positions range from global campaign development and account planning to creative project management and managing 360-degree campaigns from briefs to finished product. She oversees the full creative process, and helps to drive different initiatives from media, TV, video, environmental, and other brand strategies for Brands including:

Aveda
Aramark
Shake Shack
Nickelodeon
Starbucks
Blink Fitness

Purina
Anheuser-Busch
FITCH
DIRECTV Latin
America



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DANTE ROMANO

Artistic Creative Director

Dante Romano spends nights and weekends filling canvases and sketchbooks with ideas and abstract works that keeps his creative life in perfect balance. He has worked through various design positions over the last 15 years to achieve recognition as an artist, creative director and consultant to brands across national and global markets. His education in communication arts and his expertise in diverse markets enable him to offer clients artistic sensibilities and practical branding insights keyed to the modern consumer. His key brand relationships include:

- Aramark**
- Alienware**
- Dell**
- Target**
- Starbucks**
- Mondelez**
- Huntington Bank**
- First Financial Bank**

- Electrolux**
- Hilton**
- Zensho/Sukiya**
- Bath & Body Works**
- C.O. Bigelow**
- American Hort**

