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PROI Worldwide Announces New Chairman

Andreas Fischer-Appelt to assume role of Chairman effective May, 2014

NEW YORK: PROI Worldwide, the world's largest partnership of independent integrated communications companies, has announced that leading German entrepreneur and internationally recognized communications specialist Andreas Fischer-Appelt will assume the role of Chairman at the company's annual meeting to be held in Hong Kong in May, 2014. Fischer-Appelt previously served as Chairman of PROI Worldwide's EMEA Region. Fischer-Appelt succeeds current US based PROI Worldwide Global Chairman Bob Frause who is stepping down after serving for three years.

Fischer-Appelt is owner and Managing Director of PROI Worldwide Germany's partner agency "fischerAppelt", one of the largest German independent integrated agency groups, whose more than 400 employees spread over 7 offices involved in the field of public relations, advertising, television production, design, live marketing, strategic consulting and digital communications generate fee income over US\$ 50 million.

Commenting on his appointment, Fischer-Appelt says he plans to enforce and roll out the advantages of PROI Worldwide as the leading international partnership of independent and local market leading integrated agencies. "We have to focus on the three pillars of business cooperation, knowledge sharing and staff development. I am really looking forward to my new task as Chairman of PROI Worldwide."

As a specialist in brand management, corporate, political and crisis communications, Fischer-Appelt emphasizes the continued integration of communications services. "It is exciting to apply content strategies, storytelling and digital marketing to form a modern type of consultancy."

Recognized internationally for his accomplishments in public relations and communications, Fischer-Appelt is the recipient of The Cannes Lions, the European Excellence Awards and the London International Awards for campaigns which he developed for clients. He is also a jury member at the Deutscher PR Preis, the leading PR award in the German-speaking market.

PROI Worldwide Germany's Fischer-Appelt's agency group, which has offices in Hamburg, Berlin, Cologne, Frankfurt, Stuttgart, Munich and Doha (Qatar), is ranked by clients and journalists as the leader in public relations ratings in Germany.

Fischer-Appelt, born in 1964, attended Hamburg University (Business Administration) and The Johns Hopkins University (Economics).

About PROI Worldwide

PROI Worldwide is the world's largest public relations partnership of independents founded in Europe in 1970. It is represented in more than 110 cities in 50+ countries, with 64 leading independent integrated communications partner companies and more than 3,200 experienced practitioners servicing 4,400+ clients worldwide. Founded forty-three years ago, PROI Worldwide's combined fee turnover of its partners exceeds US\$425m., positioning PROI Worldwide as one of the world's largest communications companies.