



PROI Worldwide's Global Managing Director Leaves after 27 Years at the Helm

Allard W. van Veen, a Canadian Entrepreneur and PROI's last remaining Founder, resigns as largest Global Communications Partnership sets a 2019 record nearing US\$ One Billion in Net Fee Income

NEW YORK: Canadian Allard W. van Veen, PROI Worldwide's last remaining Founding Partner, has resigned as Managing Director of the world's largest partnership of independent public relations and communications consultancies which marks its 50th Anniversary this year and reported 2019 fee income nearing US\$ One Billion. van Veen was its Canadian Partner, served as its Global Chairman on three occasions and became Global Managing Director of PROI in 1993.

van Veen spearheaded PROI's growth as the partnership expanded its operations globally and diversified into digital and other marketing disciplines. Currently, PROI's 78 Agencies employ 7,300+ staff and service more than 7,060 global, regional, and national clients from 165+ offices located throughout Asia-Pacific, North and South America, Europe, the Middle East, and Africa.

"Working with PROI Partners has been inspiring, rewarding and given me the opportunity to assist clients and agencies around the world," stated van Veen, adding that he looks forward, once again, to applying his global knowledge and connections to new challenges and opportunities.

A Canadian entrepreneur with roots in Europe, van Veen's business interests have included communications, technology, medical equipment, and real estate enterprises. His family owned Noram Group of Companies, with seven offices spread across Canada, included several PR and marketing Agencies, a research house, graphic design studios, and a management consultancy.

Prior to joining PROI as its Managing Director and while Chairman of Noram, van Veen was an advisor to the Canadian government. Appointed to a seven-year term as Agent General in the United States and Canada for the West Midlands, England's primary industrial and manufacturing area, he advised companies and government agencies in North America, Europe, and England on structuring commercial relationships. He also led trade missions to North America and the UK and served as the Honorary Representative for the Canada-UK Chamber of Commerce.

In 2016 van Veen founded and funded The PR Trust, (www.theprtrust.org), a global non-profit established as a source of information and support for young entrepreneurs who are considering entering the communications industry.

For the second year PROI is the largest multi-national partnership among globally branded communications agencies, ahead of Edelman, Weber Shandwick, BCW, FleishmanHillard, Ketchum, MSL, H+K Strategies, Ogilvy, Blue Focus and Brunswick. PROI is rated fourth by revenue among global communications holding companies after Omnicom PR Group, Interpublic Group, and WPP and ahead of Edelman's DJE Holdings.

PROI Worldwide, which marks its 50th Anniversary this year, was founded in England in 1970 and moved its headquarters to the US in 1993. van Veen's successor will be announced later this month. He will continue to serve as Senior Advisor to PROI's Global Board till December 31, 2020 and remains PROI's last Founding Partner.

[For further Information](#)

Allard W. van Veen
avanveen@theprtrust.org. OR avv@proi.com