



Ciro Dias dos Reis Named Global Chair of PROI Worldwide

Brazilian leads International Management Board for world's largest communications partnership

NEW YORK: PROI Worldwide announced the Management Board slate for 2020/2021, led by Global Chair **Ciro Dias dos Reis**, President of Imagem Corporativa based in Brazil. PROI is the world's largest partnership of leading independent communications agencies with partners in 50 countries.

"This is an exciting and dynamic time to assume the leadership of PROI," Reis said. "The Covid 19 pandemic has been painful in many ways. But it also has opened opportunities for entrepreneurs like those in PROI to transform their business and provide leadership for the economic, social and environmental realities their clients will face in the future."

The International Management Board includes:

- Global Chair – **Ciro Dias dos Reis**, Imagem Corporativa, Brazil.
- Immediate Past Chair – **Clare Parsons**, Lansons, U.K.
- EMEA Region Vice-Chairs – **Kaija Pohjala**, Cocomms, Finland; **Rania Azab**, 4PR Group, Egypt; **Eliza Rogalski**, Rogalski Damaschin PR, Romania.
- Americas Region Vice-Chairs – **Laura Tomasetti**, 360 PR+, U.S.; **Lisa Ross**, rbb Communications, U.S.; **Jeff Lambert**, Lambert, U.S.
- APAC Region Vice-Chairs – **Lena Soh-Ng**, Huntington Communications, Singapore; **Angela Scaffidi**, Senate SHJ, Australia; **Elaine Chuah**, Priority Communications, Malaysia.
- Non-voting Positions: **Jeff Altheide**, PROI Worldwide Global Managing Director and Board Secretary/Treasurer, U.S.; **Allard van Veen**, Senior Board Advisor, Canada; and **Jean Leopold Schuybroek**, Director of Global Development, Belgium.

PROI Worldwide encompasses 78 PR and communications businesses in 165 cities and 50 countries. Individually, they are proven leaders in their home markets. Collectively, the PROI partners represent nearly USD\$ one billion in revenue and more than 7,300 employees. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.

About PROI Worldwide

[PROI Worldwide](#) harnesses the collective power of the world's most ambitious entrepreneurial communications firms. By sharing global insights and best practices, PROI agencies remain best in market trendsetters, supporting the drive to deliver the most impactful communications campaigns for their clients. In 2019, PROI encompassed 78 partners with 7,300 employees in more than 165 cities and 50 countries. With combined revenue of nearly US\$ one billion, PROI ranked 4th among consolidated communications groups, and was the only one in the top ten that is based on a unique partnership of independent business people.

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