



Contacts:

Jeff Altheide
Global Managing Director
PROI Worldwide
jaltheide@proi.com

Jeff Lambert
Chair
Lambert Global
And Global Chair PROI
Worldwide
jlambert@lambert.com

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Brazilian PR Leader Ciro Dias Reis Wins PROI Worldwide Founders Award

Award Recognizes Outstanding Contributions to the Organization

Chicago: PROI Worldwide, the world's largest partnership of leading independent communications agencies, has presented the 2022 PROI Founders Award to Ciro Dias Reis, CEO of Imagem Corporativa in Brazil. A long-time PROI member, Reis is former Global Chair of the organization, and has made significant contributions to its success.

"Ciro Reis is a well-respected PR professional who led PROI as Global Chair through the Pandemic," said Jeff Lambert, PROI Worldwide Global Chair, and Chairman of Michigan-based Lambert Global. "Thanks to his efforts and the strong support of the Board, PROI grew and expanded programming the past two years, despite the very challenging global environment."

In accepting the award, Reis said, "It is an honor to receive this recognition. PROI is a global organization whose standard of excellence makes it increasingly innovative and competitive in the PR industry. This highly positive condition allows independent agencies to provide client solutions with a global view."

As CEO of leading Brazilian PR firm, Imagem Corporativa, Reis has a proven track record of entrepreneurial success which he brought to his leadership of PROI. Furthermore, as a former business journalist and Board member of global organizations, he brought a broad perspective and geopolitical awareness to PROI. In his honor, a financial contribution has been made to A Luz Divina to help fight poverty and homelessness in Sao Paulo.

The PROI Founders Award was created in 2021 to recognize outstanding contributions to the organization, and success of its entrepreneurial businesses. The Founders Award is named in honor of the eight communications entrepreneurs, with a vision for growing their businesses and helping each other, who founded the organization in 1970.

PROI Worldwide encompasses 85 PR and communications businesses in 165 cities and 60 countries. Lambert says, individually, they are proven leaders in their home markets. Collectively, the PROI partners represent more than US\$1.075 billion in revenue and 7,500 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 2021, PROI encompassed 83 partners with 7,500 employees in more than 165 cities and 60 countries. With combined revenue of more than US\$1.075 billion, PROI ranked 5th among consolidated communications groups, and was the only one that is based on a unique partnership of independent business people.