



Contacts:

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

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

August 18, 2022

PROI Worldwide Names Officers

International Management Board Announced for 2022/2023

Chicago: PROI Worldwide announced the International Management Board slate for 2022/2023, led by Jeff Lambert, Chair of Michigan-based Lambert Global. PROI is the world's largest partnership of leading independent communications agencies with partners in 60 countries.

"PROI is stronger than ever, honed by the pandemic challenges these past two years," Lambert said. "The next two years we will build on this momentum and help each other evolve our agencies for the future. There is something very powerful about successful entrepreneurs helping each other get even stronger."

The International Management Board includes:

- Global Chair – Jeff Lambert, Lambert Global, U.S.
- Past Chair – Ciro Dias dos Reis, Imagem Corporativa, Brazil.
- EMEA Region Vice-Chairs – Nicola Nel, Atmosphere Communications, South Africa, and Rebecca Mayo, Lansons, U.K.
- Americas Region Vice-Chairs – Trudy Kremer, Jackson Spalding, U.S. and Ramonna Robinson, GroundFloor Media, U.S.
- APAC Region Vice-Chairs – Angela Scaffidi, Senate/SHJ, Australia, and Arwa Husain, Adfactors, India.
- Non-voting Positions – Jeff Altheide, PROI Worldwide Global Managing Director and Board Secretary/Treasurer, U.S., and Jean Leopold Schuybroek, Director of Global Development, Belgium.

PROI Worldwide encompasses more than 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.