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PROI Worldwide Americas Region Joins Diversity Action Alliance

Chicago: PROI Worldwide Americas Region has joined the Diversity Action Alliance (DAA), an organization focused on diversity, equity, and inclusion in public relations. DAA's primary focus of work is to continuously improve in the areas of recruitment, retention and representation for people of color. Founded in 1970, PROI Worldwide is a leading global consortium of communications agencies.

"PROI is inspired to partner with DAA and provide their deep expertise to our 23 partner agencies in the Americas region. I am thrilled for our agencies to collectively learn from experts at DAA and further support our clients in their DEI initiatives as well," said Trudy Kremer, Vice-Chair, Americas. "The agencies will access expertise through DAA's experts and events, as well as through the DAA Resource Center and Solutions Finder tool that taps the knowledge of the vast network of signatories."

"It is critical that the public relations profession act now to make our industry as diverse as the communities we serve by 2025," said Carmella Glover, President, Diversity Action Alliance. "We're excited that such a force as PROI has joined our ranks; our collective efforts will yield high-impact, meaningful change for our field. The entrepreneurial spirit of PROI agencies is exactly what's needed to drive accountability and spark change."

A number of individual PROI Partner agencies are DAA signatories, including C+C, Finn Partners, G&S Business Communications, ICF Next, Lambert Global, rbb Communications, Taft Communications, and Walker Sands. PROI Global Chair Jeff Lambert of Michigan-based Lambert Global, was named Outstanding DEI Champion by DAA in 2021.

About the Diversity Action Alliance

[The Diversity Action Alliance](http://www.diversityactionalliance.org) (DAA) is a coalition of Public Relations and communications leaders joining forces to accelerate progress in achieving meaningful and tangible results in diversity, equity and inclusion across our profession. The DAA's goal is to achieve continuous improvement for professionals of color as measured by recruitment, retention and representation at all levels. For more information about the Diversity Action Alliance, visit www.diversityactionalliance.org and follow the DAA on LinkedIn, Twitter and Facebook.

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.