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Tank Consultoría, Bogotá, Joins PROI Worldwide

Communications Entrepreneurs Support Agency Development and Client Service

Chicago: Tank Consultoría, Bogotá, Colombia, has been elected to partnership in PROI Worldwide, a leading global consortium of entrepreneurial communications agencies with partners in 50 countries.

“We feel honored to have been selected by PROI due to the experience and capacity we provide to clients in the Colombian market. PROI will provide us the continued ability to be actual and impactful with world class methodologies and technology. Clients will be benefited with the presence of peer agencies all over the world,” said Mauricio Ferro, CEO of Tank Consultoría.

Ciro Dias Reis, PROI Worldwide Global Chair and CEO of leading Brazilian firm Imagem Corporativa, stated “we are happy to build our capabilities in South America, and the resources of all our partners, by adding Tank Consultoria in Bogota. Their unique experience and proven track record will benefit our partners and clients worldwide.”

With a focus on “solving business problems,” Tank Consultoría emphasizes crisis counsel, litigation support, public affairs, and corporate positioning. Reis says they will fit well into the entrepreneurial spirit of PROI Worldwide, in which partners share best practices and business development strategies, as well as provide direct client support in countries around the world.

PROI Worldwide encompasses 79 PR and communications businesses in 165 cities and 50 countries. Reis says, 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 Tank Consultoría

TANK is a management consulting firm that solves business problems through the power of public relations and strategic communications. Founded in 2018 in Bogotá, Colombia, and now directed by Mauricio Ferro, who brings a long and successful experience in the industry. This firm is a think-tank and a generator of knowledge and ideas that will lead clients to win the battle for the minds and hearts of their target audiences.

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 79 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.