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Be—it Agency Joins PROI Worldwide

Kyiv-Based Agency Leader in Ukrainian Market

Chicago: Be—it Agency, based in Kyiv, Ukraine, has been elected to partnership in PROI Worldwide, a leading global consortium of entrepreneurial communications agencies with 85 partners in 60 countries.

“In addition to the new business opportunities that we can develop with our new partners within and outside Ukraine we see PROI membership as a chance to exchange knowledge and practices with a vibrant, dynamic and open PROI community that impressed us from the first acquaintance,” said Miroslava Gribova, Acting Managing Director of Be—it Agency.

Jeff Lambert, PROI Worldwide Global Chair and Chair of U.S.-based agency Lambert Global, stated “Ukraine was a key growth market for PROI prior to the war, and we believe working with a market leader like Be—it in the future will be an important resource for our Partners and clients seeking to help rebuild the country in coming years.”

Founded in 2003, Be—it Agency built a strong reputation for public relations counsel, management consulting, creative campaigns and influencer relations services for consumer and corporate clients. In recent years, Be—it has won numerous awards for creative work with top-brand companies. The agency is part of the One Philosophy group which includes centers of expertise in resilience consulting solutions, healthcare, public affairs, strategic communications, leadership consultancy, culture transformation and human-centered brands and solutions design.

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 Be—it Agency

[Be—it Agency](#) is one of the leading communication consultancies in Ukraine and part of a consulting group [One Philosophy](#). Agency has 18 years of creating meaningful stories that contribute to the development of its clients' businesses and the country. Be—it team includes over 40 experts in integrated marketing, corporate, product, digital, internal and social impact communications representing the interests of international and Ukrainian clients. For the past 5 years agency's works received 11 international communications awards and numerous shortlists.

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.