



## **PROI WORLDWIDE'S LISA ROSS ONE OF TOP MARKETERS IN US**

*Hospitality Sales and Marketing Association International honors rbb Communications' president Linda Ross*

From O'Dwyer's

The Hospitality Sales and Marketing Association International honored PROI Worldwide Miami Partner and rbb Communications' President Linda Ross as one of the top 25 extraordinary minds in hospitality sales, marketing, and revenue optimization at the 60th Annual Adrian Awards Gala held in New York City.

Ross was recognized for her acumen, creativity and award-winning marketing campaigns that have challenged and inspired others to use innovation, imagination and integrity to tell their stories. rbb Communications received a Platinum Adrian Award in PR for its U.S. Hispanic-targeted #Seekender campaign with client Hampton by Hilton.

Other rbb clients include Apple Leisure Group, Hilton Worldwide, and Virgin Voyages.

Awards are given by The Hospitality Sales and Marketing Association International after reviewing marketing excellence in advertising, digital marketing and PR during an 18-month period before awards are announced.

rbb is one of the top-ranked travel PR firms according to US Communications rating agency Dwyer's based in New York.

### **About PROI Worldwide**

PROI Worldwide, the world's largest partnership of integrated independent communications agencies, was founded in Europe in 1970 and has offices in more than 110 cities in 50+ countries. With 75 agencies across five continents, PROI Worldwide is the 6th largest communications partnership in the world with more than 5,000 staff servicing 6,300+ clients worldwide and 2015 net fee income of US\$ 702+ million.