



LOCAL INTELLIGENCE. GLOBAL IMPACT.

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PROI Worldwide Strengthens Global Crisis Team; Appoints Regional Crisis Group Chairmen and Vice Chairmen

Caroline Duffy to Chair the Americas; Marcel Trachsel to Chair EMEA; Lena Soh to Chair Asia-Pacific

NEW YORK: PROI Worldwide today announced the appointment of six new executives to extend global crisis communications best practices for clients around the globe. With more than 70 agencies across five continents, PROI Worldwide is the world's largest partnership of independent agencies with more than 5,000 staff servicing 6,300+ clients worldwide and 2015 net fee income of US\$ 702+ million.

"The PROI Worldwide global crisis leadership team gives clients and potential clients a level of experience in crisis communications that is second to none around the world," said Richard Tsang, Global Chairman, PROI Worldwide. "Together our teams have handled challenging issues for clients across regions and around the world such as accident and disaster response, workplace injuries and deaths, reorganizations, mergers and acquisitions, in addition to criminal investigations, investor relations and labor issues. Time is the key to responding to a crisis and our global team responds 24 hours a day, no matter where a crisis may happen around the world."

Caroline Duffy, a founding partner of Jackson Spalding, PROI-Atlanta, was named Chairman of the Americas Crisis Group, which includes agencies across North America, Central America and South America. Andy Likes, senior vice president for The Vandiver Group, PROI-St. Louis, was named the Vice-Chairman of the Americas Crisis Group.

Marcel Trachsel, managing partner of int/ext Communications, PROI-Switzerland, was named Chairman of the EMEA Crisis Group, which includes agencies across Europe, the Middle East, and Africa. Tobias Muller, managing partner for Klenk and Hoursch, PROI-Germany, was named Vice-Chairman of the EMEA Crisis Group.

Lena Soh, managing partner for Huntington Communications, PROI-Singapore, was named Chairman of the Asia-Pacific Crisis Group, which encompasses agencies throughout China, Japan, India, Australia, New Zealand, Vietnam, Singapore, The Philippines and the entire Far East. Neil Green, Chief Executive Officer for SenateSHJ, PROI-Australia & New Zealand was named Vice-Chairman of the Asia-Pacific Crisis Group.

"Helping companies and brands prepare for international crisis situations are an essential part of reputation management. PROI crisis communication professionals ensure local language and cultural nuances are managed, as well as advising on the best responses to mitigate national, regional and global situations. We understand access to senior experienced professionals before, during and after a crisis can make all the difference when it comes to preparation, response and recovery," said Allard van Veen, Global Managing Director, PROI Worldwide.

About PROI Worldwide

PROI Worldwide, the world's largest partnership of integrated independent communications agencies founded in Europe in 1970, has offices in more than 110 cities in 50+ countries, with 75 leading independent integrated communications partner companies and more than 5,000 staff servicing 6,300+ clients worldwide. PROI Worldwide's combined fee turnover of its partner agencies exceeds US \$702,000,000, positioning it as the 6th- largest communications company in the world by net fee income.