



## Contacts:

Ibrahim Al-Mutawa  
Managing Partner  
Jummar PR  
[ibrahim@jummar.co](mailto:ibrahim@jummar.co)

Jeff Altheide  
Global Managing Director  
PROI Worldwide  
[jaltheide@proi.com](mailto:jaltheide@proi.com)

Jeff Lambert  
Chair, Lambert Global  
Global Chair of PROI  
Worldwide  
[jlambert@lambert.com](mailto:jlambert@lambert.com)

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## Saudi Arabian Jummar PR & Communication Joins PROI Worldwide

*Agency Solidifies Global Network's Reach in Saudi Market*

**Chicago:** [Jummar PR & Communication](#), headquartered in Riyadh, Saudi Arabia, has been elected to partnership in PROI Worldwide, a leading global consortium of entrepreneurial communications agencies with partners in 60 countries worldwide.

“Joining PROI provides an excellent opportunity for us to access its deep network of independent communications firms and help many of our clients who are seeking to expand into other international markets,” said Ibrahim Al-Mutawa, managing partner of Jummar PR & Communication. “We are looking forward to sharing our knowledge of the Saudi Arabian market and working closely with this highly regarded group of professionals.”

Jeff Lambert, Global Chair of PROI Worldwide and Chair of U.S.-based Lambert Global added, “Jummar brings an extensive understanding of the local culture and social/economic context in Saudi Arabia that will greatly benefit our Partners. They are an excellent addition to our diverse, global network.”

PROI Worldwide encompasses 90 PR and communications businesses in 165 cities and 60 countries. Lambert said, individually, they are proven leaders in their home markets. Collectively, the PROI partners represent more than US\$1.128 billion in revenue and 8,800 employees. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions worldwide.

### About Jummar PR & Communication

[Jummar PR & Communication](#) is a Saudi public relation consultancy firm headquartered in Riyadh. It was founded in 2021 and specializes in providing corporate communications, PR, content creation, and media engagement strategies and solutions. With its in-depth understanding and knowledge of the social, cultural, and economic context in Saudi Arabia, Jummar provides its expertise and capabilities across several sectors, such as finance, real estate, aviation, education, media, energy, sustainability, e-commerce, entertainment, and artificial intelligence.

## 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 2022, PROI encompassed 90 partners with 8,800 employees in more than 165 cities and 60 countries. With combined revenue of more than US\$1.128 billion, PROI ranked 5<sup>th</sup> among consolidated communications groups, and was the only one that is based on a unique partnership of independent business people. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.