



GLOBAL INTELLIGENCE. LOCAL IMPACT.

## PROI WORLDWIDE APPOINTS THREE NEW VICE-CHAIRS

*Appointments reinforces PROI's commitment to Gender Diversity*



**NEW YORK, May 6, 2018:** PROI Worldwide, the world's largest partnership of integrated independent communications agencies, appointed three leading women agency owners, representing the Americas, EMEA and APAC Regions, Vice-Chairs at their Annual Meeting held in Lisbon, Portugal on May 5, 2018. All three will become members of PROI Worldwide's International Board of Directors effective immediately.

Kaija Pohjala, appointed Vice-Chair, EMEA Region, is Managing Partner of PROI's leading Finnish Agency Cocomms. Angela Scaffidi, appointed Vice-Chair of the APAC Region, is Managing Partner of Senate SHJ, one of PROI's Australian Agencies with several offices in both New Zealand and Australia. Laura Tomasetti, appointed Vice-Chair of PROI Worldwide's Americas Region, is CEO of Boston based 360PR+, which has several offices in the USA.

"The new Vice-Chairs represent some of the most successful agencies within PROI Worldwide and they will ensure PROI continues to benefit from strong leadership on our Board," said Richard Tsang, outgoing Global Chair of PROI Worldwide and Chairman of SPRG Asia, Hong Kong's largest integrated communications firm with offices throughout Asia.

"I have been active in business for over 20 years, supporting international customers locally in Finland, and now I want to expand and become more active in an international setting. PROI is in an interesting phase of its development, sales, and knowledge sharing. Developing international business and raising mutual understanding among partners and clients is something I really look forward to doing in PROI," says Kaija Pohjala, Managing Partner for Cocomms in Helsinki, Finland.

"It's an exciting time to be part of this globally recognized partnership, and to be the new regional Vice Chair for the APAC region which provides some of the brightest thinking in our industry, said Angela Scaffidi, Managing Partner of SenateSHJ, adding "working with our partners' locally and across the globe will enable us to showcase fresh thinking to other regions and our clients."

"I'm incredibly impressed by the calibre of PROI partner agencies across the Americas and globally and honoured to have the opportunity to continue to cultivate the active sharing of best practices and successful collaborations that benefit our staff and clients and define PROI Worldwide," commented Tomasetti.

### **About Cocomms**

Cocomms Ltd is a full-service communications consultancy specialising in demanding businesses and situations, based in Helsinki, Finland. We provide quality support to our technology, finance, healthcare and consumer business clients with strategic development and implementation of their communications and in change and crisis situations. Our clients include the likes of Astra Zeneca, BlackRock, BMW, Boehringer Ingelheim, Cisco, Fujitsu, IBM, and McDonald's. Cocomms' turnover was 3.2 million euros in 2017, and it has 32 employees. Further information [www.cocomms.com](http://www.cocomms.com).

## About Senate SHJ

It has never been a harder time to communicate consistently, clearly and convincingly. SenateSHJ exists to help our clients respond to this challenge and protect and enhance their reputations. SenateSHJ specialises in reputation and change. We have offices across Australia and New Zealand, along with an in-house content marketing, video production and social media agency.

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## About 360PR+

Born in the digital age, [360PR+](#) is perfectly built for today's rapidly evolving communications world. As a consumer specialist agency, 360PR+ mobilizes consumer audiences for both category leaders and challenger brands. 360PR+ has been recognized as an Agency of the Year, Best Place to Work and one of the most creative agencies globally, with a team that is expert in earned media, influencer marketing, social media strategy, experiential events and more. 360PR+ operates offices in Boston, New York and San Francisco.

## 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 135 cities in 50+ countries. With 75 agencies across five continents, PROI Worldwide is the 5th largest communications partnership in the world with more than 5,400 staff servicing 8,200+ clients worldwide and 2017 net fee income exceeding US\$ US\$ 868 million.

### For further information contact:

Australia: Reshma Pollard, Senior Marketing Specialist. [reshma@senateshj.com.au](mailto:reshma@senateshj.com.au).  
(03) 8643 7900 / 0421 753 553.

Finland: Kaija Pohjala, Managing Partner, Cocomms, [kaija.pohjala@cocomms.com](mailto:kaija.pohjala@cocomms.com)

USA: Kaylee Miller, Marketing Manager, 360PR+, [kmiller@360PR.plus](mailto:kmiller@360PR.plus)  
1-617-585-5782

PROI Worldwide: Richard Tsang, Global Chairman, PROI Worldwide, [richard.tsang@sprg.com.hk](mailto:richard.tsang@sprg.com.hk)  
Allard W. van Veen, Managing Director, PROI Worldwide, [avv@proi.com](mailto:avv@proi.com)

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