



MEDIA RELEASE – 5 June 2026

PROI Worldwide Honours Jean-Leopold Schuybroek with the Prestigious PROI Founder's Award

PROI Worldwide is delighted to announce that Jean-Leopold Schuybroek, Director of Global Development and Past Global Chair of PROI Worldwide, has been honoured with the 2026 PROI Founder's Award. This accolade recognises his extraordinary contributions to the growth, development and global success of PROI Worldwide over more than three decades.

Angela Scaffidi, Global Chair of PROI Worldwide and Founding Partner and Chair of SenateSHJ in Australia, says, "Jean-Leopold has played an instrumental role in shaping the organisation we know today. As a partner, Global Chair, mentor, recruiter and ambassador for PROI Worldwide, he has contributed tirelessly to strengthening our partnership, expanding our global footprint and fostering a culture of collaboration and excellence. His contribution to PROI is immeasurable, and we are proud to recognise his remarkable legacy with the Founder's Award."

Accepting the award in Tokyo, Schuybroek reflected on his long association with the partnership. "PROI has been one of the most rewarding parts of my professional life. What makes this organisation special is not simply its scale or geographic reach, but the friendships, trust and entrepreneurial spirit that unite our partners around the world. It has been a privilege to help build and grow this community, and I am deeply honoured to receive this recognition."

In Schuybroek's honour, PROI Worldwide made a US\$1,000 donation to [The European Organisation for Research and Treatment of Cancer \(EORTC\)](#) a pan-European organisation that brings together leading clinical cancer research centres across Europe.

Schuybroek's involvement with PROI spans more than three decades. Since his agency, Interel joined the partnership in 1992, he has played a pivotal role in its growth and evolution, serving as Global Chair and, for many years, leading the recruitment and development efforts around the world.

Widely regarded as one of the architects of PROI's international expansion, he has helped strengthen the partnership's global footprint, attract high-quality agencies and foster the collaborative culture that remains at the heart of PROI today.

Beyond PROI, Schuybroek was the Founder and Executive Chairman of Interel, one of Europe's leading public affairs and communications consultancies, and was inducted into the inaugural ICCO Hall of Fame in recognition of his contributions to the global communications profession. He also received the Individual Achievement SABRE Award from Paul Holmes/PROvoke Media in 2010.

His recognition with the Founder's Award honours not only a distinguished career, but also his commitment to helping independent communications agencies succeed through the power of partnership, entrepreneurship and collaboration.

About PROI Worldwide

PROI Worldwide harnesses the collective power of the world's most entrepreneurial communications firms. Individually, they are successful local and regional businesses. Collectively, they are a communications powerhouse delivering clients worldwide. PROI encompasses 94 partners with more than 8,800 employees in over 165 cities and 70 countries. With combined fee billings exceeding US\$1.2 billion, PROI ranks among the world's leading communications partnerships and is the only top-ranked global network built on a partnership of independent entrepreneurial agencies. Thousands of clients, including many Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.

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