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Argentina-based MINERBA Joins PROI Worldwide

Corporate Communications Agency Deepens South American Presence of Global Network

Chicago: MINERBA Comunicacion Corporativa, headquartered in Buenos Aires, Argentina, has been elected to partnership in PROI Worldwide, a leading global consortium of entrepreneurial communications agencies with 90 partners in 65 countries.

“After 15 years of leading corporate communications in Argentina, we founded MINERBA in 2013 to provide an innovative array of services driven by qualified teams of bilingual, multidisciplinary professionals,” said Patricia Santa Marina, CEO & Founder, MINERBA. “We are excited to join PROI and be part of a growing community based on mutual collaboration with partners who share a similar business vision.”

Jeff Lambert, Global Chair of PROI Worldwide and Chair of U.S.-based Lambert Global stated, “MINERBA has a strong reputation as a full-service corporate communications agency with a leadership team that has deep experience developing successful communications programs in varied industries throughout Argentina and Latin America. We eagerly welcome them into the PROI Partnership of agencies as an outstanding addition to our South American presence.”

MINERBA’s highly skilled teams are composed of professionals from eight nationalities and diverse backgrounds, including communication and marketing specialists; political scientists; sociologists; linguists; lawyers; psychologists; and journalists. This collective expertise enriches its strategic approach and allows the agency to tackle multifaceted challenges effectively.

PROI Worldwide encompasses 90 PR and communications businesses in 165 cities and 65 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 around the world.

About MINERBA Comunicacion Corporativa

[MINERBA](#) is a full-service, corporate communications agency headquartered in Buenos Aires, Argentina, which operates locally in Bolivia, Chile, Mexico, Paraguay and Uruguay. Capabilities include crisis and issues management; corporate reputation; internal communications; political and economic reports; public affairs; influencer relations; focus groups; and other services. Client experience spans consumer, B2B, corporate and technology companies. The firm wholeheartedly embraces the mantra “Go the Extra Mile” as its guiding principle for an unwavering commitment to delivering exceptional results and exceeding clients’ expectations. The agency was named after the Roman goddess of intelligence and strategy, Minerva, incorporating B for Buenos Aires, its operational center.

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 for clients worldwide. PROI encompasses 90 partners with 8,800+ employees in more than 165 cities and 65 countries. With combined 2022 revenue of more than US\$1.128 billion, PROI ranked 5th among consolidated communications groups, and is the only one in the top five 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.