



## **Jeff Altheide Named Global Managing Director of PROI Worldwide**

***Altheide joins from leading U.S. independent G&S Business Communications,  
a long-time PROI partner***

**NEW YORK:** PROI Worldwide today announced Jeff Altheide, based in Chicago, as Global Managing Director. PROI is the world's largest partnership of leading independent communications agencies with partners in 50 countries.

"As PROI celebrates its 50<sup>th</sup> anniversary and looks to the future, we believe Jeff will be a superb leader for our partnership. We are an ambitious organization, where relationships matter. Jeff's proven leadership of a successful partner agency relationship for 10 years at G&S made him an ideal candidate for the role," says Clare Parsons, Chair of London and NY based strategic communications firm Lansons. Parsons, who is Global Chairperson of PROI, headed the GMD search committee.

"I've experienced first-hand the power of PROI partners in fostering personal, professional and business development for ambitious communications entrepreneurs," Altheide says. "PROI has never been stronger. I'm looking forward to continuing to build on this exceptional history of success and helping to amplify the voices of the owners, employees and clients of these dynamic entrepreneurial communications businesses around the world."

Altheide succeeds Allard van Veen, who led the partnership for more than 25 years. As head of his Canadian communications business, van Veen was one of the founding partners of PROI in 1970. In 1993 he evolved into an executive leadership position for the partnership, driving the group's growth and success for decades.

Altheide recently retired from G&S Business Communications as Chief Operating Officer, having worked for the agency for 39 years. The New York-based communications firm, with 2019 reported revenue of USD\$ 30 million, has been active in PROI and worked with a number of other partners in multi-country campaigns for more than 10 years.

PROI Worldwide encompasses 78 PR and communications businesses in 165 cities and 50 countries. Altheide says, individually, they are proven leaders in their home markets. Collectively, the PROI partners represent nearly USD\$ one billion in revenue and more than 7,300 employees. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.

### **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 2019, PROI encompassed 78 partners with 7,300 employees in more than 165 cities and 50 countries. With combined revenue of nearly US\$ one billion, PROI ranked 4<sup>th</sup> among consolidated communications groups, and was the only one in the top ten that is based on a unique partnership of independent business people.

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