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## World's Largest Communications Partnership PROI Worldwide Elects Jeff Lambert Global Chair

*Lambert to Lead the Independent Agency Network from 2022-2024*

**Chicago:** Jeff Lambert, Chairman of Michigan-based PR and investor relations firm Lambert Global, has been named Global Chair-Elect of PROI Worldwide, the world's largest partnership of leading independent communications agencies with partners in 55 countries. Lambert will assume the Global Chair role in June of 2022, upon completion of the term of Ciro Dias dos Reis, President of Imagem Corporativa based in Brazil.

"I'm humbled and honored to follow the legacy of strong PROI leaders and work with the International Management Board to lead the organization in the coming years," Lambert said. "The 85 PROI Partners around the world have strong relationships built on shared business expertise, shared experiences, and trust. Together, by leveraging innovation and our global talent base and resources, we are creating the agencies of the future."

PROI Worldwide encompasses more than 85 PR and communications businesses in 165 cities and 55 countries. Individually, they are proven leaders in their home markets. Collectively, the PROI partners represent more than US\$913 million in revenue and 6,900 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 2020, PROI encompassed 80 partners with 6,900 employees in more than 165 cities and 55 countries. With combined revenue of more than US\$913 million, 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.