



Contacts:

Natalia Carvajal
General Manager
The Map
ncarvajal@themapcom.com

Jeff Altheide
Global Managing Director
PROI Worldwide
jaltheide@proi.com

Ciro Dias Reis
CEO
Imagem Corporativa,
Brazil
And Global Chair PROI
Worldwide
ciro@iccom.com.br

January 19, 2022

Costa Rican PR Agency The Map Joins PROI Worldwide

Firm Adds Central American Presence for 85-Agency Network

Chicago: The Map, based in San José, Costa Rica, has been elected to partnership in PROI Worldwide, a leading global consortium of entrepreneurial communications agencies with partners in 55 countries. The Map also has offices in Panama and Guatemala.

“The agencies in PROI will be an important strategic ally for our business and our clients,” said Natalia Carvajal, Principal and General Manager of The Map. “The knowledge and expertise we can bring from these partnerships will help us expand our capabilities in Central America and to support our clients on a much broader scale.”

Ciro Dias Reis, PROI Worldwide Global Chair and CEO of leading Brazilian firm Imagem Corporativa, stated “The Map is an important presence in Central America and part of our continued expansion in Latin America, joining our existing Partners in Mexico, Colombia, Uruguay and Brazil.”

The Map was founded in 2008 and has built strong capabilities in public relations support, digital and social media, and public affairs.

PROI Worldwide encompasses more than 85 PR and communications businesses in 165 cities and 55 countries. Reis says, 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 The Map

For more than 13 years, [The Map](#) has provided strategic communications services focused on media relations, events, corporate affairs, internal comms and digital. Boutique service business model has proved to be a successful formula to advise a wide range of clients in Central America, from big transnational brands such as Mastercard, DHL, Diageo, Coca Cola, McDonald's, HP, Sony and others, to local entrepreneur businesses. A multidisciplinary professional's team, gives The Map's clients a combination of senior experience view, and fresh, young, contemporary approach; creating a perfect balance between strategy and creativity to target their communications needs.

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 5th among consolidated communications groups, and was the only one that is based on a unique partnership of independent business people.