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**Wilbron Joins PROI Worldwide**

*Wilbron Deepens Purpose-Driven Business Perspectives in Global Agency Network*

**Chicago:** [Wilbron](#), based in Birmingham, Alabama, has been elected to partner with PROI Worldwide, a leading global consortium of entrepreneurial communications agencies with 90 partners in 65 countries.

“Our agency is committed to work that uplifts communities, promotes ethical business practices, and positively changes the lives of ordinary people,” said Brandon Wilson, APR, Fellow PRSA, President and CEO of Wilbron. “By sharing wisdom and experience with other agency owners around the world we can better grow and scale up the impact we can have in the future.”

Jeff Lambert, Global Chair of PROI Worldwide and Chair of U.S.-based Lambert Global, stated, “Wilbron has a unique focus and skill set that will complement the resources throughout our network. With agencies in more than 65 countries, geographic and cultural diversity is a big part of our story, but diversity of experience, perspective, and program strategies is equally important in the complicated world we all face today.”

Since 2006, Wilbron’s “FOR GOOD” mission has guided the agency’s client work and measured success by the positive impact delivered in the lives of those they touch. Building on early work as a management consultancy for college presidents, the agency today delivers public relations and communications services for clients in healthcare, education, and financial services.

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 Wilbron

For nearly 20 years, Wilbron has provided companies with management consultancy and public relations services to help them realize big pursuits. Wilbron's mission is FOR GOOD, which means that all of their work promotes ethical business practices, makes communities better, and improves the life of ordinary people. Wilbron's active client roster includes work with Apple, Yale University, Southern Company and others. [For more visit Wilbron.com](https://www.wilbron.com).

## 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.