

June 17, 2025

## **Zeleman Communications Joins PROI Worldwide, Expanding its Reach in East Africa**

**Chicago, Illinois, USA:** PROI Worldwide, a leading global network of independent communications agencies, today announced the addition of Zeleman Communications, a full-service agency based in Addis Ababa, Ethiopia. This partnership strengthens PROI's presence in the dynamic East African market and brings valuable expertise in advertising, corporate communications and digital production.

Founded in 2005 by multi award-winning filmmaker Zelalem Woldemariam, Zeleman Communications has grown to become one of the largest agencies in Ethiopia, employing over 120 professionals. The agency provides impactful marketing campaigns that drive sustainable growth for a diverse global clientele, with strengths in the corporate, government and non-profit sectors. Key clients include Coca Cola, Unilever, Ethiopian Airlines, Safaricom Telecommunications Ethiopia, World Bank/IFC, UNDP and several local banks.

"Zeleman Communications' strong executional capacity, integrated service offering and deep understanding of the East African market make them an ideal partner for PROI Worldwide," said Angela Scaffidi, Global Chair of PROI Worldwide. "Their innovative approach to communications and commitment to delivering impactful campaigns will be a great asset to our global network."

Zeleman Communications offers a wide array of services, including advertising, branding, audio-visual production, media planning and buying, research, experiential events/trade shows and social media/community management.

"We are excited to join PROI Worldwide and collaborate with leading agencies from around the globe," said Shani Senbetta, COO of Zeleman Communications, "we aim to be PROI's key agency in Ethiopia and the region." Zeleman Communications CEO, Zelalem Woldemariam, said "As AI rapidly transforms the communications landscape, joining this respected global network gives us access to shared expertise and a broader perspective- empowering us to anticipate change, lead with innovation, and keep our clients ahead of what's next."

**About PROI Worldwide:** PROI Worldwide is a global network of entrepreneurial communications agencies, representing combined revenues exceeding US\$1.108 billion. With 90 partners in 65 countries and over 9,100 employees, PROI Worldwide harnesses the collective power of the world's leading communications firms.

**About Zeleman Communications:** Zeleman Communications, Advertising and Production is a full-service communications agency based in Addis Ababa, Ethiopia. Founded in 2005, the agency delivers impactful marketing campaigns that drive sustainable growth for a diverse global clientele.

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