



GLOBAL INTELLIGENCE. LOCAL IMPACT.

Richard Tsang
Global Chairman
PROI Worldwide
richard.tsang@sprg.com.hk

Allard W. van Veen
Global Managing Director
PROI Worldwide
avv@proi.com

PROI WORLDWIDE APPOINTS THREE VICE-CHAIRS TO GLOBAL BOARD

New Vice-Chairs join gender diverse Board of world's largest partnership in the communications industry

PHOTOS: Lisa Ross - <http://ow.ly/zJ8830cF7G9>
Lena Soh-Ng - <http://ow.ly/clfd30cF89X>
Henning Sverdrup - <http://ow.ly/GYxi30cF8jp>

NEW YORK: PROI Worldwide has appointed new Vice-Chairs in its APAC, Americas and EMEA Regions. The announcement was made by Richard Tsang, Global Chairman, PROI Worldwide, at the company's recent annual meeting held in Sydney, Australia.

Lisa Ross, President and Partner of PROI Worldwide Agency rbb Communications based in Miami, Florida, was appointed Vice-Chair in the Americas Region, Lena Soh-Ng, Senior Partner of PROI Agency Huntington Communications in Singapore, was appointed Vice-Chair in the APAC Region and Henning Sverdrup, Partner of PROI Agency Släger Kommunikasjon in Norway, was re-appointed Vice-Chair of the EMEA Region.

"Our new directors join PROI Worldwide as it continues its growth with combined 2016 revenues exceeding US\$ 700 million earned by our more than 125 offices," said Tsang, adding "we have 19 agencies in the Americas, 18 in APAC and 36 in EMEA Regions, many with multiple offices". Tsang stated the PROI Global Management Board appointees reflect PROI's commitment to inclusiveness through gender diversity. "I look forward to the added perspectives of, and participation by, the new directors".

Lisa Ross, appointed Vice-Chair, Americas Region, has a career that spans 25 years developing breakout brands. She leads rbb's Travel and Digital Marketing Practices and oversees business development. She has provided strategic communications counsel to numerous hospitality, consumer and health-related companies over the years including the America Council on Exercise, AMResorts, Cleveland Clinic, Hilton, Virgin Voyages and Zumba Fitness. Earlier this year, Lisa was named one of the Top 25 Minds in Hospitality Sales & Marketing and is recognized in Who's Who in Communications; Enterprising Women's Top 100 Female Executives and the Business Journal's Most Influential Business Women. She is a member of Women's President Organization, and serves on the board of the Strategic Forum and HSMIA's Marketing Advisory Committee.

Lena Soh-Ng, appointed Vice-Chair, APAC Region, has over 25 years of PR and media experience. As co-founder of Huntington Communications in Singapore, she has counselled industry giants including 3M, AkzoNobel, IKEA and Watsons. She's a Past President of the Institute of Public Relations Singapore (IPRS) and has been recognised by the industry with a Lifetime Achievement Award this year. Lena is currently a member of the IPRS Accreditation Council. She also sits on the judging panel of PR Week's Asia Awards. Lena contributes to the not-for-profit sector as a Board Member advising the Centre for Fathering Singapore on Communications Strategy.

Henning Sverdrup, appointed Vice-Chair, EMEA Region, is one of the founders of creative and award winning Norwegian PR agency – Släger. He has spearheaded Nordic PR-networks for large international clients such as Netflix, Sony, and Bosch & Siemens, and provided strategic and conceptual counsel for brands such as Google, BMW, The Norwegian Cancer Society, Novartis, Sanofi-Genzyme, The Norwegian Refugee Council to name a few.

Sverdrup is an educated officer from the Norwegian Armed Forces, holds a MSc in Marketing as well as roles on local boards. Henning and Släger have won The Sabre Award, European Excellence Awards, Cresta, STELLA and Gulltaggen. More important than any awards or achievements, Henning is the father of two amazing girls – Thyra and Selja.

In addition to the new appointments and Global Chairman Richard Tsang, PROI Worldwide's Global Management Board members include Doy Roque, Founder / President of M2.0 Communications, Manilla, Jeff Altheide, Executive Vice President, Gibbs & Soell Public Relations, New York, Dirk Aarts, Managing Partner, 24/7 Communication, Warsaw, Jean Leopold Schuybroek, Director, Global Development, PROI Worldwide and Allard W. van Veen, Founder and Global Managing Director, PROI Worldwide.

About PROI Worldwide

PROI Worldwide, the world's largest partnership of integrated independent communications agencies both by revenue and reach through more than 125 offices in 50+ countries, was founded in Europe in 1970. With 74 agencies across five continents, PROI Worldwide is the 6th largest communications partnership in the world with more than 5,000 staff servicing 6,300+ clients worldwide and 2016 net fee income of US\$ 700+ million.