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June 27, 2024

PROI Worldwide Announces Global Leadership Changes

Angela Scaffidi named Global Chair and Nicola Nel appointed Global Managing Director; the first time two women at the helm

Chicago: [PROI Worldwide](#), the world's largest partnership of leading independent communications agencies, today announced two global leadership changes.

The first is the appointment of Angela Scaffidi, founder and Managing Partner of leading Australian consultancy, SenateSHJ, as the partnership's new Global Chair.

The second is the appointment of South African public relations leader, Nicola Nel, as Global Managing Director (GMD). Nel formerly led Atmosphere Communications, a long-time PROI partner agency that she founded and built into one of the most highly regarded consultancies in South Africa.

Jeff Lambert, Chairman and CEO of Lambert by LLYC, and outgoing Global Chair of PROI, said; "By any measure, PROI is in its strongest position in its 50-plus year history. Both Angela and Nicola are long-time PROI partners and have established highly trusted and respected positions within the group. PROI could not have a more powerful duo to lead the network into a bright future."

Angela Scaffidi appointed Global Chair

Scaffidi is a highly esteemed and sought after advisor to clients in the public, private and not-for-profit sectors throughout Australasia. She has served for many years on the PROI Board, representing the APAC region. She is also a Fellow of Communication and Public Relations Australia (CPRA) and a member of Chief Executive Women in Australia.

"This appointment is an honour," Scaffidi said. "I look forward to working with my partners and friends across the globe to grow the PROI's influence in our industry. Together we have a team of 9,100 people around the world. It's a powerful force to drive positive change, both in our industry and society. I'm excited to help our partners to flex their entrepreneurial muscle, continue to grow and make an even greater impact on the world."

Scaffidi expressed her enthusiasm about collaborating with Nicola Nel in her new role as Global Managing Director.

Nicola Nel Named Global Managing Director

Nel founded her South African agency Atmosphere Communications more than two decades ago and built it into one of the most highly regarded PR consultancies in the country. Atmosphere was sold to Accenture Song in 2021, and Nel met her commitments earlier this year.

"I'm thrilled to take on the role of Global Managing Director. The independent network model fosters a spirit of collaboration and innovation that excites me. I firmly believe that the work of independent communications agencies will play an integral role in the marketing mix going forward and networks such as PROI hold the key to the future of our industry. I'm eager to work alongside PROI's talented entrepreneurial agency owners to shape that future."

Nel replaces Jeff Altheide who is retiring after nearly 45 years in public relations. In the 50+ year history of PROI, Scaffidi is only the second woman to hold the Global Chair position, and Nel will be the third Global Managing Director, and the first woman in the role.

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 9,100+ employees in more than 165 cities and 65 countries. With combined 2023 revenue of more than US\$1.108 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.