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## PROI Announces Global Health-Sector Leadership Team

*Regional Leaders Strengthen Collaborative Client Service for Partner Agencies*

Chicago – PROI Worldwide, the world’s largest partnership of leading independent public relations and integrated marketing agencies, today announces its Global Health Sector Leadership Team, which brings together 50 of its partner companies with deep health expertise. The new leadership team will strengthen connections and coordination, increasing value for clients through global access to expert public relations and marketing professionals through the PROI Worldwide partnership.

“The PROI scale, culture of collaboration, quality performance standards and diversity delivered by our entrepreneurial agency partners gives their clients a measurable, competitive edge,” said Jeff Altheide, Global Managing Director, PROI Worldwide.

“Particularly in 2020, global health issues call for efficient and reliable communication processes. PROI Health Sector professionals work together to ensure cultural nuances, advocacy voices and media priorities are fully considered, managed and leveraged for optimal campaign results for every client.”

The Global Health Sector Leadership Team includes the following appointments:

### **Global**

- **Gil Bashe**, Managing Partner, Global Health, Finn Partners, headquartered in New York, is PROI Global Health Sector chair and coordinates network health-sector efforts across regions.

### **Americas**

- **Andy Likes**, Senior Vice President, The Vandiver Group, St. Louis, is chair, Americas.

### **Asia-Pacific Region**

- **Lena Soh-Ng**, Senior Advisor and Founder, DISTILLERI, Singapore, is co-chair, Asia-Pacific.
- **Jodie Wrigley**, Head of Health and Social Change, SenateSHJ, Australia, is co-chair, Asia-Pacific.

## EMEA Region

- **Elisabetta Moroni**, Managing Director, Heritage House, Milan, is Chair for Europe and Middle East.
- **Matthew Ward**, Co-Founder + Director, Levanter Africa, Nairobi, is named Chair, Africa.

The PROI Worldwide partnership of nearly 80 agencies working collaboratively across five continents features more than 50 partner agencies offering health-communications expertise in disease awareness, issues management, public affairs and product marketing support. With more than 7,000 staff working globally to provide service to 6,300+ clients with almost \$1 billion in fees, PROI agencies represent almost every major biopharmaceutical company and leading public-health organizations.

## 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 2019, PROI encompassed 78 partners with 7,300 employees in more than 165 cities and 50 countries. With combined revenue of nearly US\$ one billion, PROI ranked 4<sup>th</sup> among consolidated communications groups, and was the only one in the top ten that is based on a unique partnership of independent business people.