



Public Relations Global Network

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Public Relations Global Network Elects Patricia Pérez as President

Brussels-based Francine Robbens Named President-Elect

Phoenix-based [HMA Public Relations](#) has announced the election of Patricia Pérez of [VPE Public Relations](#) in Los Angeles as president of the [Public Relations Global Network](#) (PRGN), the international network of leading independent public relations agencies of which HMA is a founding member.

In her role, Perez will lead the worldwide network of 40 independently-owned public relations agencies on six continents. She takes over from José Luiz Schiavoni of São Paulo, Brazil-based PR firm [S2 Comunicação Integrada](#).

“Patricia’s institutional knowledge of the network and her long-term commitment to the organization make her a natural choice to lead the PRGN,” said Scott Hanson, president of HMA Public Relations and a member of the PRGN’s executive committee. “Under her direction, she will guide the network’s growing international presence which continues to create opportunities for each of our member agencies.”

“I am honored to take the helm of this premiere communications network,” said Pérez. “In an increasingly connected and multicultural world, the ability to share knowledge and resources across the globe is a huge advantage for clients. I am excited to help facilitate the exchange of ideas among PRGN’s talented, experienced members as we grow our network and define trends in the public relations industry.”

VPE has been part of PRGN since the organization’s second meeting in 1993. As principal at VPE, Pérez oversees the agency’s social marketing efforts which include social engagement, public education, and community outreach campaigns. The agency is one of the United States’ largest Latino-owned public relations firms and serves the needs

of corporate, governmental and non-profit clients seeking to reach the growing U.S. Latino and other multicultural markets. VPE's clients include McDonald's, Disneyland, Nestlé, First 5 LA, and The California Wellness Foundation.

PRGN has also named Francine Robbens, Partner and Consultant at Brussels-based [PRP / Public Relations Partners](#), as president-elect. Robbens has extensive expertise in media relations and crisis communications for telecom, health and lifestyle clients, and has coordinated several pan-European programs and implemented international strategies in the Belgian and Benelux markets. She is currently part of the Executive Committee of PRGN.

**Public Relations Global Network:
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More than 1,000 clients across six continents depend on the combined resources of the Public Relations Global Network (PRGN) to deliver targeted public relations campaigns in more than 80 markets around the world. With revenues of more than \$100 million (U.S.D.), PRGN is among the world's top five public relations networks. PRGN harnesses the resources of 40 independent public relations firms, 50 offices and more than 800 communications professionals to connect international companies and organizations with individual and culturally diverse markets globally. Visit PRGN online at: www.prgn.com.

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