



**Partner and International Executive Director of Ketchum will be a Speaker in the IPRA 2010 Congress**

*Jon Higgins confirmed his participation in the Public Relations Congress to be held in Lima, Peru*

Jon Higgins is responsible for overseeing all worldwide offices outside North America for Ketchum and is also a member of Ketchum's 10-member Executive Committee. Prior to assuming this role in 2008, Jon was CEO of Ketchum of Europe, Middle East and Africa (EMEA), covering offices in the U.K., Germany, France, Spain and Italy.

Today, in addition to EMEA, he is responsible for much of the agency's worldwide presence. He is responsible for client stewardship, business development, and new ventures, as well as enhancement of the agency's global reputation for creativity, innovation, and thought leadership.

While CEO of Ketchum London, Jon raised client service to the highest priority by building a first-rate senior management team and establishing a strong presence for Ketchum's global practices.

This international phase of Jon's career came after six years with Ketchum in California, where he held overall senior management responsibility for the firm's offices in San Francisco, Los Angeles and Silicon Valley. During his tenure in San Francisco, Ketchum was the number-one agency in the Bay Area, tripling its growth under his direction and earning more than a dozen national industry awards.

Ketchum is one of the most important PR firms and covers the main commercial, political and media centers. It also provides services to world top companies, such as Kodak, Procter & Gamble, Roche, Whirlpool, Samsonite and FedEx.