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Ashwani Singla, Elected to The Global Executive Council of IPRN

To Assume the Role of Regional Chair of The APAC Region

Singla's unanimous election recognises his standing amongst public relations practitioners across the Asia Pacific region.

New Delhi. November 14, 2023: Ashwani Singla, Founding Managing Partner of Astrum, India's first specialist reputation management advisory that uses science to understand and shape public opinion ethically has been unanimously elected to a five member *Global Executive Council (GEC)* and assumes the role of the Regional Chair for the Asia-Pacific (APAC) region at IPRN's AGM held in Puerto Rico recently. International Public Relations Network (IPRN), is the world's largest and most well established network of independent public relations firms, with its members present in over 100 major cities in 30 countries across five continents.

This appointment stands as a clear testament to Ashwani's standing as science based public relations, public affairs and crisis communications expert in India and the region. Prior to founding Astrum, he served as the Asia MD at PSB Research and CEO of Genesis Burson-Marsteller and a member of the Asia Pacific Board of Burson-Marsteller (now known as BCW). He was deeply involved with establishing the India Chapter of [IABC](#) founding the [PRCAI](#) and organised the first global conference of [ICCO](#) held in India in 2006 that has been the benchmark for subsequent conferences. His continued involvement on the advisory boards of various companies further underscores his diverse expertise.

Rodrigo Viana de Freitas, President of IPRN, said, *"The APAC region hosts some of the fastest growing economies in the world and I am delighted to welcome Ashwani, one of the tallest professionals across the region on the GEC. I look forward to working with him to grow the network and strengthen collaboration amongst members to grow their business."*

Thanking the members and the President for their vote of confidence, **Ashwani Singla, Founding Managing Partner, Astrum Reputation Advisory** said, *"Clients are looking for bespoke solutions, data driven intellectual rigour delivered with personal attention, a hallmark of IPRN membership of independent firms led by seasoned professionals. Greater collaboration amongst members drives our collective success and I look forward to working with our President and my GEC colleagues to deliver on this tremendous responsibility bestowed upon me."*

After Puerto Rico In 2023, the next AGM for IPRN is scheduled for November 2024 in Dubai, a testament to the vibrant regional economy and network's objectives of fostering global collaboration with deep local insights. Representing other continents in the Global Executive

Council are Philippe Beck (Europe), Carina Almeida (South America), Grant Wright (North America), and Nicole Capper (South Africa).

About Astrum

Astrum (astrum.in) is India's first science-based specialist Reputation Management advisory. We are trusted counsellors to the C-Suite and Corporate Boards, helping them resolve complex challenges they face in nourishing and protecting their company's reputation. Applying the same science, we help senior political leaders connect with their voters to get elected. We are a data driven advisory, with emphasis on harnessing the power of analytics to generate the insights needed to effectively engage stakeholders and shape public opinion ethically. Our integrated multidisciplinary specializations include comprehensive *solutions for research-based Reputation Management, Public Policy Advocacy, Crisis Preparedness & Communication, Election Campaign Strategy.*

Our firm has been featured consistently in the leader board listings of top public relations firms in India as well counted amongst the most respected by leading industry outlets. In 2017, The Holmes Report featured Astrum as a nominee of the "Asia Pacific New Consultancy of the Year". Commencing operations in 2015, we serve clients through our own presence in the NCR, Mumbai, Bangalore and reach 60 cities and towns in major states of India through our dedicated affiliates.

About IPRN

Established in 1995, IPRN (www.iprn.com) is one of the world's largest and the most well established network of independent public relations agencies, boasting of presence in 100 major cities across 30 countries and five continents. IPRN members are leaders in their home countries and provide specialized teams, extensive local knowledge, and strong network collaboration for brands seeking international communication solutions. The network plays a crucial role in fostering global collaboration and facilitating local expertise and global reach across diverse markets.

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