



## Einsteinz Communications marks its 20th anniversary by joining global tech PR specialist network, the With Global Alliance

14th April 2021: Sydney, Australia – Einsteinz Communications announced today it has joined the Global tech PR agency network, the With Global Alliance. Active across five continents and 26 countries, the With Global Alliance, which was launched in January 2020, is designed to support technology businesses across sectors including martech, fintech, telco & IT, retail tech, medtech and edtech. The announcement comes as Einsteinz Communications marks 20 years in business, offering PR and marketing communications support to clients across the adtech, IT and fintech sectors including IAB Australia, Impact, InMobi, Magnite, Seagate Technology, Genetec and FuPay. Einsteinz joins the existing founding members With in the UK, Affect in the US, Bud Communications in Singapore, Ideosphere in India and WEdge in China and five other members FirstCom Comunicação in Brazil, Frau Wenk in DACH, GinjaNinjaPR in South Africa, DOK30 in the BENELUX and La Nouvelle Agence in France. Pru Quinlan, founder and Managing Director of Einsteinz Communications commented “Joining a network of like-minded, expert PR tech agencies is very powerful for both our team and our clients. Access to the combined PR and marketing tech expertise of the With Global Alliance members across more than 20 markets, will provide us with insights and innovative approaches, as well as supporting our clients as they explore their requirements globally.” Members of the With Global Alliance work together on global accounts, providing strategic counsel as well as expert in-country execution. Experts from across the With Global Alliance are working together as unified, global account teams to offer clients consistent delivery and streamlined reporting as they scale their communications across markets. “Australia remains an important market for technology businesses with key clients and prospects looking for market entry, expansion or even a regional comms hub there, so finding the right partner was absolutely key for the With Global Alliance. With 20 years of experience behind them and many industry accolades, Einsteinz Communications brings the deep expertise in tech and strong connections with the media that we needed. Pru is a phenomenal founder, and her team will be a huge asset to the Alliance,” said Debbie Zaman, Global President of the With Global Alliance. Pru Quinlan - Founder & MD Einsteinz Communications -ENDS- The With Global Alliance was founded in 2020 by With, a multi award winning European tech PR and marketing agency. Founding Members of the Alliance also include Affect, Bud Communications, Ideosphere and WEdge. Einsteinz Communications is a specialist consultancy that has been delivering effective and engaging marketing communications campaigns across Australia and New Zealand for some of the most dynamic, innovative, and interesting global technology brands since 2001. For further information contact Pru Quinlan, Founder and Managing Director of Einsteinz Communications M: 0405 100 585 E: pru@einsteinz.com.au

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