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pr.co announces partnership with crisis communications expert Peter Smit

Peter is a leading expert on authentic communication when your company's future is on the line.

pr.co is proud to announce a new partnership with crisis communications expert Peter Smit. Peter joins pr.co with over 25 years of experience in reputation management with global brands including Heineken, Ahold, ING, Philips, and eBay. Peter will share his wealth of knowledge and experience with pr.co customers, helping them to safeguard their brand against crises. Peter is the first of several partners to be announced as part of pr.co's Partner Network, which will give pr.co customers access to a curated network of esteemed PR and communications experts.



Peter believes in preventing crises through strong company culture and principles. Without this value-driven approach, he argues that corporate communications lack authenticity and are more vulnerable to reputational damage. Peter helps clients to align their communications with their values so that they are less likely to experience brand crises and can respond to them effectively when necessary.

Peter Smit said, “I am delighted to join [pr.co](#) as a partner. [pr.co](#)’s growth curve over the past few years has impressed me, as has their philosophy and approach to PR. They strongly believe that trust is the gateway to meaningful relationships with your audiences. A conviction that I share wholeheartedly. By offering their clients the opportunity to tap into my crisis communications experience, we can help them to build their brand trust even further. I am looking forward to working together.”

[pr.co](#)’s partnership program marks a new era for the company, as it continues to expand beyond more than great PR software to meet its customers’ training needs. Like Peter, all [pr.co](#) partners will be experts in their field and will equip [pr.co](#) customers with the tools and knowledge they need to reach their PR goals.

About [pr.co](#)

[pr.co](#) aims to put the trust back in PR by equipping communication teams with the right tools to showcase what they need to create transparent communications and build trusting relationships. Create branded newsrooms, write and edit news, publish media kits, manage contacts, pitch to the media, host virtual events and get tailored one to one support from industry experts through [pr.co](#). Whether you're a fast growing start up, or a globally active corporation, or an NGO on a tight budget; [pr.co](#) have got your back.



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ABOUT PR.CO

[pr.co](#) removes the spin from PR by equipping organizations with the tools they need to create transparent communications and build trusting relationships. Create branded newsrooms, write and edit news, publish media kits, manage contacts, pitch to the media, host virtual events and get tailored one-to-one support from industry experts through [pr.co](#). Whether you're a fast-growing start-up, a globally active corporation, or an NGO on a tight budget; [pr.co](#) has got your back.



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