

pr.co acquires online PR learning platform Pioneer Academy



The EdTech acquisition will help pr.co reach new customers and make PR accessible to brands of every size

Amsterdam - 21 February 2023 - **The online newsroom company, pr.co announces its acquisition of the PR learning platform Pioneer Academy. The acquisition will further pr.co's mission to make PR available to every company—including those without the budget to hire an agency. The acquisition will expand the pr.co platform beyond software, equipping marketers and communications pros to generate brand awareness through great PR campaigns.**

Pioneer Academy was founded in 2021 to help communication professionals and founders grow their startup or scale-up with public relations. The platform helps its students to apply a startup mindset to PR through on-demand video courses, masterclasses, workbooks, and guides.

Bianca Zwart founded Pioneer Academy and was later joined by Sabine de Witte. Both founders will continue to support the growth of Pioneer Academy.



"Not all agencies are geared for startup PR. Startups need a data-driven PR strategy that works at a fast pace and on a lean budget. Pioneer Academy gives them the tools and knowledge to grow their startup in the media in a way that works for them. We're super excited to join forces with pr.co and are confident they will take the platform to the next level. "

Bianca Zwart, founder Pioneer Academy

Since its inception in 2013, pr.co has published hundreds of blogs, guides, templates, and the PR magazine Unfold. In addition, pr.co has organized free meetups, and breakfasts for local PR communities. All with one goal—to encourage sharing knowledge within the community, so that more organizations can leverage the power of a PR.

With Pioneer Academy, pr.co will roll this vision out on a global scale, through affordable and actionable courses that, together with their newsrooms, will help marketers and PR professionals build brand awareness and brand loyalty.

"We believe that public relations should be at the core of every organization. Consumers demand more ethical behavior, transparency, and sustainability from the brands in which they invest their time and money. As a result, public relations has become an essential tool for growth in every industry and organization, regardless of size. With this acquisition, pr.co will continue empowering PR professionals to showcase their values in action. "

Jeroen Bos, CEO pr.co



pr.co will focus on growing Pioneer Academy's current student base and expanding its content. Together with PR experts they will develop courses to cover the entire spectrum of PR, from investor relations to media relations, corporate communications and brand journalism.

Early access Pioneer Academy

In the coming weeks, pr.co will be developing a new learning platform to expand Pioneer Academy's courses. This new platform will be available to the public in early April. To get a

sneak peek at Pioneer Academy, sign up for the 30-day PR challenge and rocket launch your PR in 30 days of short, actionable lessons.



Start your 30-day PR Challenge here

[pr.co](#)



▲ An introduction into Pioneer Academy

For more information and media assets, please visit:



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A detailed introduction to pr.co

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About pr.co

pr.co builds (corporate) websites and software for the world's fastest-growing companies, including Just Eat Takeaway, WeTransfer, Remote, Dolby, and Polaroid. pr.co takes the spin out of public relations by equipping organizations with the right software, knowledge and partners to communicate transparently and build relationships based on trust, as consumers increasingly expect companies to operate ethically.

With pr.co's websites, journalists, customers, investors and other stakeholders get an in-depth view of an organization's mission, values, actions and developments. The pr.co platform helps organizations publish news, manage their international PR strategy, manage their contacts, do outreach and stream events online. In addition to technical support, pr.co customers get invaluable content support through one-on-one consultations and master classes from PR experts.

pr.co has donated their services to dozens of NGOs, including the Dutch National Food Bank Organization, the Dutch Council for Refugees, and ReNature.

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