



**Socializing Energy,  
Amplifying Impacts  
through Strategic  
Communication.**

**Company  
Profile**



# Welcome to PRO ALLY



PRO ALLY is a specialist energy communication firm dedicated to transforming how indigenous and professional organizations in the energy, STEM, and related sectors connect and engage.

With a combined expertise in energy, sustainability, and communication, we understand the intricate dynamics and complexity of communicating the impact of the work that you do to build public trust and long term profit.

Our unique "technical-meet-creative" approach blends deep industry insight with innovative communication strategies, ensuring your message resonates, your reputation is fortified, and your objectives are realized.

We are your professional ally, committed to amplifying your positive impact stories, championing your progressive causes, and simplifying complex narratives for diverse audiences.

Our Vision is to democratize opportunities and knowledge for future-forward organizations in the energy, STEM, and related sectors.







## Our Mission

At PRO ALLY, our mission is threefold:

To simplify complex communication, technical, and industry specific information that resonate with diverse stakeholders, from policy makers and investors to the general public.

To champion progressive causes by highlighting their contributions and accelerating their impact.

To amplify positive impact stories through the power of storytelling.

We help our clients navigate the complex and ever-evolving business landscape to ensure their message is heard, understood, and valued.

## Our Values

Conscientiousness

Exceptionalism

Positivity



# Our Services



We offer the below comprehensive suite of services designed to address the full spectrum of communication, sustainability, and stakeholder management needs for organizations in the energy, STEM, and related sectors.

## **SOCIALIZED BUSINESS INITIATIVES**

We support organizations to socially integrate impact initiatives directly into their core business strategies by identifying opportunities for positive societal contributions that foster authentic relationships with communities and stakeholders.

## **STRATEGIC INTERNAL AND EXTERNAL COMMUNICATION OPERATION**

We provide high-level consulting to navigate internal and external narratives, manage reputations, and achieve specific organizational objectives. We are the communications unit your organisation needs to function both in strategy and execution.

## **DIGITAL MEDIA AND BRAND MANAGEMENT**

We build strong digital, consistent, and impactful presence around your brand, leaders, and staff, and ensure alignment with your overall objectives.

## **TRAINING AND CAPACITY DEVELOPMENT**

We empower organizations and individuals in communication, sustainability, and leadership through development programs including specialised workshops, training sessions, and leadership coaching. Course listings are available via [www.proallyworld.com/courses](http://www.proallyworld.com/courses)



# Our Clients



At PRO ALLY, our success is measured by the tangible impact we create for our clients. While client project names remain confidential, below are highlight of successes we have consistently delivered:

## Enhanced Public Perception

Through strategic campaigns, we have successfully shifted public perception around complex energy projects, fostering greater understanding and community acceptance.

## Increased Brand Visibility

Our targeted media relations efforts have resulted in significant positive media coverage, elevating our clients' profiles as thought leaders and innovators in their respective fields.

## Strengthened Stakeholder Relationships

We have facilitated crucial dialogue between industry leaders, government bodies, and local communities, leading to collaborative partnerships and expedited project approvals.

## Successful Event Amplification

We have managed and promoted high-profile industry events that have brought together key players, fostered networking, and generated valuable leads for our clients.

## Clearer Communication of Complex Innovations

We have transformed highly technical scientific and engineering advancements into easily digestible and exciting narratives, securing public and investor interest.





At the heart of PRO ALLY's unique approach and unwavering commitment to impact stands our visionary founder, Tunbosun Afolayan.

Driven by a distinguished career spanning over two decades in upstream development, sustainability, and strategic communications, Tunbosun Afolayan identified the critical need for a boutique firm that could truly bridge the divide between complex technical innovation and clear, impactful multi-stakeholder understanding.

Her experience cuts across financial management, international upstream operator supporting major national oil and gas projects, global product management for a proprietary energy transition tool, and leading Carbon Management transactions and consulting across EMEA.

Tunbosun, a certified Petroleum Geologist and licensed practitioner of the Nigerian Institute of Public Relations, qualified as IABC's first west African certified strategic communication management professional in 2023, and teaches as a faculty for Executive Masters' in Sustainability and Communications at a prestigious business school.

She brings full-cycle expertise in Technical and Commercial Energy Projects Development, Sustainability, Carbon Management, and Strategic Communication. Read more here: [www.tunbosunafolayan.com](http://www.tunbosunafolayan.com)

Having advised national corporations and professional organisations on high-stakes communication strategies and intricate sustainability activities, PRO ALLY brings a profound understanding of how to build trust, manage perceptions, and foster meaningful connections.

## Our Future Outlook

Our strategic goals for the future include:

Expanding Sectoral Reach

Pioneering Communication Technologies

Global Footprint

Thought Leadership

Talent Development

We are excited about the future and remain dedicated to being your trusted ally. We look forward to partnering with you and your organisation.



## Contact Us



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