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## Senior PR Consultants Launch New Global Network

InfiniteLatitude® offers strategic thinking, global reach,  
without the cost of traditional agency groups

**NEW YORK, March 5, 2012** – A new global network of senior independent public relations consultants, InfiniteLatitude® [www.infinitelatitude.com](http://www.infinitelatitude.com), is offering clients access to top-notch strategic communications internationally, without the cost often associated with retaining traditional network agencies.

Launching this week, InfiniteLatitude® connects 24 corporate communications professionals in China, Denmark, France, Germany, Greece, Poland, Portugal, India, Italy, New Zealand, Switzerland, United Kingdom, the United States, and Ecuador, with the aim to expand further over time. Each InfiniteLatitude® professional has a minimum of 15, some up to 30 years of experience, and several of them have previously held top management in-house positions. All operate from boutique shops and often collaborate virtually, with low overheads.

The network is focused primarily on subsidiaries of major multinationals and smaller to mid-sized firms. To those, the alliance provides an efficient yet high-quality gateway to international corporate communication. This ability to deliver cross-border business communications strategically, consistently and professionally provided the foundation for the branded name InfiniteLatitude®.

The network was initiated by Ulrich Gartner, a veteran in international PR and founder of Gartner Communications [www.gartnercommunications.com](http://www.gartnercommunications.com) in Frankfurt/Germany.

“There is an unmet demand from clients who must communicate internationally in a strategic manner, yet are put off by the cost levels usually required to retain any of the large network agencies”, Gartner says. “By working with InfiniteLatitude®, those companies get access to very senior professionals with outstanding skills and experience, without having to fund extensive infrastructure and administration as well.”

“InfiniteLatitude provides an opportunity for international organizations to access on-the-ground expertise in each of their target markets, through professionals who are used to working internationally with global companies yet understand the local conditions and requirements. As an InfiniteLatitude® member, a local firm can increase the international reach and contribute local market knowledge to the global network of partners,” adds Gartner.

Gartner.Mr. Gartner says that the idea of InfiniteLatitude®, launched via the social networking site LinkedIn in late 2011, immediately attracted the interest of senior consultants around the globe, with backgrounds ranging from running multinationals' global PR departments to advising top politicians. The official launch now allows interested clients to reach out for high-quality services across continents and time zones at competitive rates.

### **Evolution of InfiniteLatitude**

InfiniteLatitude® founder Ulrich Gartner is a veteran in international PR who spent most of his career in top management positions in-house, before launching Gartner Communications in Frankfurt.

The global virtual InfiniteLatitude agency evolved during the fall of 2011, when Gartner used social media outlet LinkedIn to sample the level of interest among PR pros around the world.



For more information...

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The effort turned up communications experience ranging from heads of corporate multinational PR departments, to small firms, to individuals advising senior politicians. It also provided the opportunity for Gartner to form a leadership alliance with Richard Miles, a 30-year corporate PR veteran in Boston, USA, who is now running his own agency, Acumen Strategic Communications, Inc.

A thorough qualification process brought together those 24 highly motivated individuals who form the core of InfiniteLatitude today, covering 14 markets on 5 continents. The network members cooperate closely in building processes and creating a joint offering by using tools like online cooperation platforms and Skype conferences. First international client-leads are being discussed.

"I think we've come a long way in just a number of weeks, being able to offer clients a truly international grid of dedicated partners. The aim, of course, is to cover as many markets globally as possible as we move ahead," says Gartner.

More information about InfiniteLatitude, its members, and how to contact alliance partners is available at their Website, <http://www.InfiniteLatitude.com>.

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