



For Immediate Release

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BNI® Global Acquires SCION Social to Enhance Global Marketing Capabilities

CHARLOTTE, N.C., July 8, 2020 – BNI® (Business Network International), the world’s largest and most successful business networking organization, is today welcoming Scion Social (Scion) to the BNI Family of Companies. This acquisition, which was formalized on June 30th, 2020, represents an important step in BNI’s strategic communications plan focused on helping millions of businesses worldwide to grow in any environment and achieve success.

With the addition of a talented new chief marketing officer in 2019, the launch of the refreshed BNI global brand in May 2020, and growing momentum from its multi-year strategic communications plan, BNI is focused on elevating awareness of the organization as an essential platform for purpose-driven entrepreneurs and business leaders worldwide. Acquiring Scion is another important step towards achieving BNI’s vision of “Changing the Way the World Does Business®”.

Scion, an award-winning digital marketing firm based in Bangalore, India, specializes in marketing strategy, social media presence, website development and communications. Scion has a proven track record helping A-list clients build a larger customer base, a stronger foundation in the digital space, and quantifiable results in new customer growth.

BNI’s Chairman & CEO Graham Weihmiller remarks, “2020 is a year of significant innovation for BNI’s Global Marketing Team. With a growing team, a refreshed brand, several digital marketing pilots in progress, new materials and resources coming out weekly, and now the addition of the incredible team at Scion, I’m blown away by what they’ve been able to accomplish in a short time – and they’re just getting started. Congratulations to both Scion and BNI for this development!”

“Having been a part of the BNI family for more than a decade as a BNI Member, BNI Executive Director and marketing partner, I am thrilled to see Scion officially become part of the BNI Family of Companies. The opportunities for our continued close collaboration are endless. Scion is eager to contribute towards the world-class digital transformation that BNI has embarked upon to enhance the Member & Director experience in the years ahead,” says Meena Srinivasan, president of Scion Social.

“As we strive towards building a world class organization, I am thrilled to have Scion become a part of the BNI Global Marketing Team,” shares BNI’s Chief Marketing Officer Terry Atkins. “I’ve had the pleasure of working with Scion as a client, and now through this acquisition we will be able to work even more closely to build best in class marketing capabilities for BNI Members and Directors.”

About BNI:

BNI, the world’s largest and most successful business networking organization, is transforming the global landscape of business through its philosophy of Givers Gain®. Today, BNI has nearly 270,000 member-businesses participating in over 9,500 BNI Chapters Meetings each week in 70 countries around the globe. BNI’s proven business networking platform provides BNI Members with proven structure, technology, training, and support to help them build strong businesses in any environment. BNI Online™ is its newest product, an advanced online platform that helps BNI Members share valuable client referrals with other Members. In the last six months alone, BNI Members have generated \$7.4 billion in revenue to help power BNI member-businesses forward. To see BNI’s new look and learn more, go to www.bni.com.

About Scion:

Scion Social is an award-winning Digital Marketing Agency headquartered in Bangalore, India with a Global Footprint. They specialize in digital marketing strategy, social media presence, website development and communications. Over the years, Scion has established an international client base of highly reputed brands in more than 15 countries. Scion has a proven track record helping its clients achieve ROI online and enhance their digital presence to drive results and new client acquisition. To learn more, go to www.scion-social.com.

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