

Jo Prowse Membership and Operations MD



THE MUSIC ALLIANCE

Jo has overall responsibility for all member based activity at the MCPS-PRS Alliance including member services, member relations, member communications and consultation. Additionally Jo is responsible for Alliance internal and external communications and overall relations with principal stakeholders.

After gaining a BSc (Hons) in Music from City University, Jo studied violin performance at Guildhall. After a brief spell in sales she joined PRS as a classical music analyst in 1990, later managing this team and then the copyright department. As senior manager in Membership Operations and then as Member Liaison Director, Jo became responsible for communications to a growing PRS membership. She oversaw the introduction of a new membership magazine, **M**, as the primary vehicle for member communications.

Jo became MCPS-PRS Alliance Communications Director in 2002, taking on the additional Alliance corporate communications responsibilities.

She was appointed Executive Director, Membership, in February 2005.

Jo recently successfully completed an MBA at the Open University Business School.