



Mark Lawrence

Director of Membership and Rights

Mark Lawrence was appointed Director of Membership at *PRS for Music* in September 2010 and expanded his remit in October 2011.

Before joining the Alliance in November 2004, Mark held a number of senior roles within the Abbey / Santander group including:

- Sales Operations Manager, First National Motor Finance, responsible for business planning, policy review, strategic projects, Management Information systems and Management Board co-ordination.
- National Sales Manager, Abbey Business, working across sales functions establishing new practices and approaches to market, performance measurement and reward mechanisms, key account management, training and development
- Regional Manager SW London, Abbey Santander, responsible for 22 locations, 26 managers and 200 staff. The role balanced significant change programmes versus stretching 'recovery' targets in an ailing area. Participated in UK CRM project

Mark's first role with the Alliance in 2004 was Senior Manager, Audio Products. He was responsible for licensing, monitoring and auditing the Audio products market. In his 18 months at the helm he restructured the unit to align to the core segments; blankets and on-manufacture, delivering an enhanced service provision for both.

In July 2006 Mark was promoted to MCPS Operations Director. Key accountabilities included managing the MCPS Repertoire, Invoicing and Distribution functions. Mark has installed a commercial approach within these previously 'pure' back office teams and has been responsible for a range of innovative approaches to revenue generation and efficiency.

In October 2008 Mark was appointed Executive Director of Strategic Projects and Development. He was responsible for facilitating strategy development and managing and implementing strategic projects.