

## Robert Ashcroft Chief Executive



Robert Ashcroft joined as Chief Executive of *PRS for Music* in January 2010. A former Senior Vice President at Sony, Robert headed their network services division in Europe and mobile products division in the United States.

With a range of experience from global organisations that include both The Walt Disney Company and Convergys Corporation, and more recently Hudson Morris Associates, an investment consultancy specialising in digital media, Robert has worked with the music industry for many years. Launching the Sony Connect Download service and StreamMan digital streaming service, Robert's work has seen him at the forefront of developing new digital music products.

During his tenure at Convergys Corporation Robert turned around a loss-making outsourced call centre business, quadrupling revenues and opening profitable operations in nine European countries. Moving to New York to join Sony in 1999, Robert oversaw the launch of SonyStyle.com, which became the corporation's third largest retail outlet before moving on to head the company's \$1.4bn revenue Personal Audio and Mobile Entertainment businesses, including the iconic Walkman brand.

Robert now works on behalf of the UK's 65,000 songwriter, composer and music publishers as Chief Executive of *PRS for Music*, with responsibility for ensuring all members creative works' are protected and rewarded whenever used. Championing the role of copyright, the protection of creative intellectual property and working with the wider industry to ensure music is legally accessible, are just some of the challenges that lie ahead.

*PRS for Music* is at the forefront of shaping the future strategy of music consumption and enabling new business models at a UK, European and global level. In an industry worth £3.6bn to the UK economy and the country being one of only three net exporters of music internationally, *PRS for Music* plays an essential role in supporting and nurturing the talent of tomorrow.

A lover of early 70's Rock and both Modern and Romantic classical music, keen cyclist, golfer and committed Francophile, Robert has worked in both Europe and the United States. He is married to Elizabeth, lives in the Surrey Hills and has two teenage boys.