

# APOLLO

## JONELLE PROCOPE PRESIDENT & CHIEF EXECUTIVE OFFICER



Jonelle Procope is President and Chief Executive Officer of the Apollo Theater, a position she has held since 2003. She became a member of the Apollo Board of Trustees in 1999. She leads a staff of over 60 full-time union and non-union employees, and an executive team responsible for all financial, production and strategic functions of the legendary Theater. The Apollo's 27-member Board of Trustees includes prominent corporate and community leaders dedicated to the continued expansion of the Theater's influence within the United States and internationally. She has been responsible for the Board's development and expansion as well as the adherence to best practices for governance consistent with the Apollo's transformation into a vibrant non-profit institution.

Ms. Procope has implemented a long-range plan for the preservation, restoration, and expansion of the Theater. Under her leadership, the Apollo has dramatically increased its base of financial support, while expanding its education and community programs. In 2018, the Apollo completed a comprehensive strategic plan process, which led to a five to 10 year implementation plan to transform the institution into a 21<sup>st</sup> century performing arts center.

Prior to assuming her role as President and CEO of the Apollo, Ms. Procope held a variety of senior positions within the fields of entertainment law and media-related corporate affairs and management. She began her legal career as an associate attorney at the law firm of Skadden, Arps, Slate, Meagher & Flom.

Ms. Procope has been profiled in *The New York Times* Public Lives column, which recognizes individuals who have distinguished themselves through significant contributions to New York City, named as one of *Portfolio* magazine's "73 Biggest Brains in Business", profiled in *Ebony Magazine*, and honored by *The New York Daily News* as one of the "100 Women Who Shape Our City". In April 2014, Ms. Procope was honored by the New York Women in Communications as recipient of its 2014 Matrix award. In addition to the Apollo Theater Board, Ms. Procope is a member of the boards of the 125<sup>th</sup> Street Business Improvement District, the Gracie Mansion Conservancy, NYC & Company, SiriusXM and Lincoln Center for the Performing Arts. She also serves on the NYC Landmarks50 Advisory Committee.

Ms. Procope was an Executive Producer on the feature length documentary film, *The Apollo*, which opened the Tribeca Film Festival in 2019 and received the 2019 Emmy Award for Outstanding Documentary. She also serves on Mayor Bill De Blasio's Arts, Culture, and Tourism Advisory Council to help safely reopen city post-pandemic.