



**Jonelle Procope
President and CEO
The Apollo Theater**

Jonelle Procope joined the Apollo Board of Trustees in 1999 and in 2003 became its President and Chief Executive Officer. She leads an executive team responsible for all operating and strategic functions of the legendary Theater. During this period, she has focused on the development of the Apollo Theater Foundation Board and overseen the Apollo's transformation into a vibrant not-for-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 increased its base of support, expanded its education and community programs, and embarked on a strategic plan to transform the institution into a 21st-century performing arts center through the creation of large-scale artistic initiatives, unique artistic collaborations, and the activation of the brand globally.

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 100 Women Who Shape Our City.

In addition to being a member of the Apollo Board, Ms. Procope also sits on the Boards of New York Public Radio, the Arthur Ashe Learning Center, and the 125th Street B.I.D. Additionally, Ms. Procope sits on the NYC Landmarks50 Advisory Committee. Ms. Procope received her BA degree from Howard University, her JD from St. Johns University, and is a member of the New York State Bar.