

## JO PETHERBRIDGE - EVP COMMUNICATIONS, BBC WORLDWIDE AMERICAS

Jo Petherbridge was a member of the original team that launched BBC America in March, 1998. As channel communications chief she was responsible for BBC America's public and industry profile, press relations, talent management, award campaigns and channel events, as well as overseeing BBCAmerica.com.

Jo has successfully built an extraordinary profile for BBC America from the ground up - gaining unprecedented critical-acclaim and prestigious awards including seven Peabody Awards and four Golden Globes. Throughout her tenure at BBC America, Jo has played a pivotal role in shaping the overall channel strategy and was asked, by heads in London, to step into the role of Acting COO from April – October, 2004.

In January 2007, Jo was invited to become EVP Communications for all the BBC's commercial activities in North and South America. She restructured her team accordingly and now represents BBC businesses which include BBC America, BBC Canada, BBC Productions (including *Dancing with the Stars*), BBC Home Entertainment, Digital Media, TV Sales, Childrens, Audiobooks and Motion Gallery.

Prior to joining BBC America, Jo worked as a newspaper journalist for 10 years before moving to the BBC in London in 1991 as a science and community program publicist. Three years later she became Senior Publicity Officer for Factual Programs, running a large team and overseeing the promotion of all non-fiction programs airing on BBC One and BBC Two. In 1997 she left the BBC to relocate to New York. Just a few weeks after her arrival in the States, she was hired to plan the transatlantic launch of BBC America and strategy for [bbc.co.uk](http://bbc.co.uk).

Jo lives in Brooklyn Heights with her husband Warwick and son, Fin.