

PRCA appoints James Hewes as chief executive

James Hewes has been appointed CEO of the PRCA. Currently, he leads FIPP, the international network for global media. He will take on the PRCA role in January 2024.

Hewes has over 25 years of expertise in the media business and has a proven track record of delivering value to trade association members while also promoting their sector. He had top positions at The Art Newspaper, Soho Consulting, Gulf News, Barclays Bank, Novartis, and BBC Worldwide, where he was publishing director, responsible for establishing worldwide brands such as Top Gear, Lonely Planet and Good Food before joining FIPP in September 2017.

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