



Mentor Bio



Emma Reid

Having completed a sports degree at Durham University, Emma started her career at the Professional Cricketers' Association (PCA) in 2004. She has undertaken various roles at the PCA, primarily focusing on supporting the England teams in their contractual and commercial negotiations, delivering commercial appearances and protecting player rights. Emma completed a Masters in Sports Law in 2012, studying alongside her role at the PCA, and has held the position of Director of Player Rights & Women's Cricket at the Association since 2024, and has recently been appointed as a Non-Executive Director for Team England Rugby. Outside of work, Emma is a keen club hockey player and is involved in coaching her son's local U9 cricket team.