



Tom Lucas

Vice President, Studio Relations



As Vice President of Studio Relations, Tom Lucas serves as the lead contact for all studio events. Upon joining Fathom in March 2015, Lucas has worked with major studios such as Warner Bros., Twentieth Century Fox, Paramount Pictures, Universal Pictures, and Sony Pictures Entertainment among others. He has directed the schedules of some of the most iconic features of all time for Fathom Events. Lucas has also developed the Turner Classic Movies (TCM) relationship into an annual series of monthly nationwide events. Prior to joining Fathom, Lucas held executive positions at Warner Bros.,

Caesars Entertainment and Viacom/MTV Networks.

Lucas has more than three decades of experience as a strategic marketing executive in the entertainment industry. He began his career with MTV Networks rising to the position of Director of Marketing before leaving to join The Discovery Channel. At MTV, Lucas was part of the original management team responsible for launching the video music cable network. He later served as Vice President of Advertising and Brand Development for Caesars Entertainment in Las Vegas. Prior to joining Fathom, Lucas was Vice President of Marketing for Warner Bros Theatrical Catalog.

Lucas has led numerous creative teams, earning various honors including the ANDY Award, presented by the Ad Club of New York, for most creative media company campaign in 1996; SITE Awards for creative promotional campaigns; and the Marketing Society of Cable, and Telecommunications Industry (CTAM) Mark Awards. He also managed the development of a Travel Channel campaign recognized by AdWeek as one of the Top 50 television efforts of 1996 and was elected as a top 10 motivator by *Incentive Magazine*.

Lucas earned an MBA from Columbia University Graduate School of Business as well as a Bachelor of Science degree from Fordham University. He resides in Calabasas, CA, is married and the proud father of two sons.