



## **Tom Bracken**

### **Vice President of Marketing**



Tom Bracken brings more than 25 years of entertainment and technology marketing expertise to his role as Vice President of Marketing at Fathom Events. He is responsible for leading the strategy of Fathom's advertising, event marketing, digital marketing, branding, sponsorships and PR practices.

Prior to joining Fathom, Bracken led marketing for Evolution Digital, an IP video distribution company serving the Tier 2 cable industry. He also operated his own consulting company and provided business development support for Comcast Technology Solutions and transformed the marketing department for Rise Broadband, a wireless internet company

based in Denver.

Bracken has a deep background in the cinema industry and previously held multiple senior executive management roles with Technicolor, a leading services provider to major motion picture studios. As Global Project Director for Technicolor 3D, he led the effort to develop and launch a low-cost alternative for 3D movie projection. In this role, he successfully secured distribution agreements with major studios, created and managed a global dealer network and secured sales agreements with more than 700 theaters in the U.S., Europe, Latin America and India. As VP of Worldwide Marketing and Communications, he created integrated marketing and communications programs to launch several new businesses for Technicolor that drove revenue from \$2.6B to \$3.5B in just three years.

Earlier in his career, Bracken was part of the team that developed and launched DIRECTV, and was responsible for branding, national advertising, retail and channel marketing. In this role, he was instrumental in building the DIRECTV brand into the leading digital television service in the U.S. and acquiring over 8 million customers.

Bracken received his Bachelor of Arts and Master of Arts degrees in Communications from the University of California, Santa Barbara. He now lives in Castle Rock, Colorado with his wife, two dogs and two horses, and fully enjoys the active Colorado lifestyle.