

Teresa Lucido Promoted to General Manager Comcast Spotlight--Michigan!



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We are pleased to announce that Teresa Lucido has been promoted to General Manager for Comcast Spotlight of Michigan. In this role, Lucido will continue to oversee the strategy and sales execution for all spot cable and advanced media advertising in Michigan. She has been with Comcast since 2006, most recently serving as Senior Director of Sales for Michigan. Previous to that, she led the start-up of the company's business development strategy in her role as Michigan's Director-- Field Marketing and Specialty Sales. She serves on the company's National Diversity Advisory Council and coaches young professionals in the Mentor Program. Prior to joining Spotlight, Lucido spent nearly 18 years at Detroit Newspapers in various sales and marketing management positions, including the last six years as the Vice President of Advertising Sales.

Teresa has an extensive background in marketing and advertising sales, bringing a tremendous amount of experience, knowledge, relationships and management skills to this position. "I am very excited to have Teresa's leadership and talents be recognized. Our Michigan sales force has reached new heights under her direction and we are positioned for even more success." said Phil Paligraf, Regional Vice President for Spotlight.

Teresa graduated from Michigan State University with a BA in Communication. She is active in the Metropolitan Detroit community, where she sits on the Board of Trustees for Sparky Anderson's CATCH Charity; she also serves as Co-Chair for the Fund Development Committee for St John Providence Hospital Foundation; and she is past chair and current advisory board member for the Women and Leadership in the Workplace organization, as part of the Michigan Business & Professional Association.

About Comcast Spotlight: Comcast Spotlight, the advertising sales division of Comcast Cable, helps put the power of cable to use for local, regional and national advertisers. It is focused on moving the industry forward in advanced technologies and innovative products to reach audiences most effectively and efficiently. Headquartered in New York with offices throughout the country, Comcast Spotlight has a presence in nearly 90 markets with approximately 30 million owned and represented subscribers. Comcast Spotlight is a trademark of Comcast Cable. For more information, visit www.comcastspotlight.com.