

**Teresa Lucido**  
**Senior Director of Sales**  
**Comcast Spotlight - Michigan**

Teresa Lucido joined Comcast Spotlight in 2006 and in November, 2008 was named Senior Director of Sales - Michigan. In this capacity, she oversees the Company's strategy and sales execution for all spot cable and advanced media advertising in Michigan. Prior to her current role at Comcast Spotlight, she was tapped in 2007 to develop a new department when she was named Director of Field Marketing & Specialty Sales. In this role, she oversaw business development efforts of the Company's key sales categories comprised of Automotive, Health & Wellness, Political, and Sports Marketing for Comcast's national, regional and local advertising clients. Additionally, she serves as a member of the company's *Diversity Advisory Council*.

Teresa is a seasoned marketing and advertising professional with a strong history of exceeding aggressive goals and creating innovative business development strategies. She has been in the Detroit media community for 25 years and has established herself as an effective leader both in her business pursuits and community contributions. Prior to joining Spotlight, Teresa spent nearly eighteen years with the Detroit Newspapers where she held several sales and marketing management positions, including her last six years with the organization as the Vice President of Advertising Sales. She was recognized by the Newspaper Association of America in 2000 as one of the industry's "*Top 20 under 40*". Additionally, she spent time at WJR-AM 760 as a Senior Account Manager.

In addition to her professional accomplishments, she is involved in many community efforts in Metropolitan Detroit. She serves as a Trustee for CATCH/Sparky Anderson's Children's Charity benefitting Children's and Henry Ford Hospitals in Detroit; she is a committee member and past Chair of the Champions for Life Board at the Van Elslander Cancer Center/St. John Hospital and Medical Center; and she is a committee member and past Chair of the Women's Leadership Conference/Michigan Business & Professional Association. Teresa and her husband, Alex, were recognized in 2009 for their work with St. John Hospital & Medical Center, receiving a National Philanthropic Volunteer Award. Lucido is also a graduate of *Leadership Detroit XXI*.

Ms. Lucido received a BA in Communication from Michigan State University. She and her husband reside in Grosse Pointe Shores, MI with and their 7 year old son, Dominic.