

# TOM “LUCKY” McNULTY

Technical Director • Line Producer • Studio Director

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## EXECUTIVE SUMMARY

Technical Director and studio engineering lead with 30+ years across broadcast, unscripted, live events, mobile/digital content, and large-scale studio operations. Recent focus on launch-critical marketing content for Apple, including Vision Pro campaigns and spatial/immersive workflows. Hands-on problem solver with deep experience in multi-camera control rooms, device management, automation, and cross-functional collaboration.

## ACCOMPLISHMENTS

- 30+ years in professional television and new-media production
- Launched and made profitable Bunim/Murray’s internal rental department
- Doubled studio-related revenue through optimized equipment utilization
- Built and engineered 9 professional broadcast television studios
- Directed multi-camera shoots for 200+ major artists and televised events
- Designed schematics for multiple seasons of FOX’s Hell’s Kitchen
- Developed automated inventory, call sheet, and billing systems
- Built custom record-light, talkback, and monitoring systems for on-set communication
- Created Python and StreamDeck automations to streamline repetitive on-set and device workflows

## PROFESSIONAL EXPERIENCE

### APPLE - Marcom / Production Operations • Technical Device Manager • 2020–2025

- Supported launch-critical marketing campaigns for iPhone, Watch, and Vision Pro, ensuring hardware accuracy, continuity, and reliability across shoots.
- Partnered closely with Vision Products Group (VPG) leading into WWDC, aligning device behavior and usage scenarios with product marketing intentions.
- Supported immersive video and spatial projects for Marcom LA and MAL, helping to define and stabilize emerging workflows for Vision Pro and related content.
- Became a go-to Vision Pro and spatial-experiences resource on set, providing guidance on product behavior, UI states, and best practices for filming.
- Developed a Python-based utility and StreamDeck automations to speed up common TDM tasks and remote device control during on-set challenges.
- Acted as the client representative on set, collaborating with Brand, Product Marketing, BA, and various other teams.

### BUNIM/MURRAY PRODUCTIONS • Director of Studio Services • 2013–2020

- Managed studios, engineering, equipment inventory, procurement, internal billing, and technical staffing. Built scheduling, asset-tracking, and internal rental systems. Negotiated vendor contracts, implemented workflow efficiencies, and provided hands-on TD, camera, robotics, and engineering support across productions.

### PHUNWARE STUDIOS • Director of Studio Operations • 2011–2013

- Oversaw full studio relocation including routing, cabling, patch bays, and engineering design. Produced signal-flow diagrams, supervised PAs and technicians, and completed tasks typically outsourced to external vendors, saving over \$20K.

### GOTV NETWORKS • Technical Director • 2007–2011

- Directed multi-camera shoots and green-screen sessions and managed control rooms for three studios. Upgraded robotic systems, engineered internal CCTV channels, repaired studio and ENG equipment, and developed Excel/VBA automation for call sheets and inventory tracking.

## ADDITIONAL PROFESSIONAL EXPERIENCE

- Richmel Productions - Coordinator / Producer (2000–2007)
- Furlavision Productions - Editor / Technical Director (1999–2000)
- C.I.V. Productions - Producer / Director (1996–1999)
- Freelance - Event Videographer / News Stringer (1994–1996)

## SELECTED CREDITS

### • **Apple Inc. - Marcom, Technical Device Manager, Global Marketing**

Launch films and event content for iPhone, Apple Watch, MacBook Air, Fitness+, Business Essentials “Underdogs” (Cannes Lions Film Grand Prix), Shot on iPhone “A Dozen Eggs” (Michel Gondry), and Vision Pro, including keynote and in-store content.

### • **Bunim/Murray Productions - Technical Manager / Director of Studio Services**

Including: The Real World, The Challenge, Keeping Up With The Kardashians, Project Runway, Born This Way, Surviving R. Kelly, Bill Nye Saves the World, Total Divas, Miz & Mrs, Citizen Rose, Endless Summer, Ball in the Family, Family or Fiancé, among numerous series across MTV, E!, A&E, and other networks.

### • **Hell’s Kitchen (Seasons 1–3, 13–14) - Technical Director, FOX**

Coordinated 64 robotic cameras from Master Control, managed reality coverage and departmental communication. Also served as Robotic Camera Operator and Tape Operator.

### • **Big Brother (Seasons 3–7; Selected Episodes 8–Present) - Technical Director / Director, CBS**

Produced simultaneous line-cuts from 46 cameras while directing operators and live coverage for key events in the house.

• Taylor Swift - Fearless • Rock the Bells • Vans Warped Tour • Lady Antebellum • 5 Gum Concert Series • Variety / Verizon • Sony / IGN • Us Weekly • Condé Nast • National Lampoon • NickMom Night Out • 50 Más Bellos • Bad Girls Club • Best Ink • Super Bowl XLV Gospel Celebration • Fan Academy (Sony/IGN) • Variety Screening Series • Break It Down (Lexus L-Studio) • Poetry in Motion (Lexus L-Studio) • Rehearsals.com • VCast Today • NASCAR Sprint Cup • Verizon Championship Racing • Machinima • Your Best Look (Us Weekly) • How Sweet the Sound • National Lampoon Network • SEE America (Sprint) • Fashion Rocks (Condé Nast) • Diaries of a Celebrity Mom (Us Weekly) • Cricket In-Store • The Smart Show (Endemol) • BET Hip Hop Awards (Press Tent) • Carey Hart’s Garage • Juanes Documentary • Must Have (P&G) • Crescent Heights (P&G) • The Limelight (Babelgum) • 5 Gum Sessions • On Sundays (Sound Mixer) • A Ribbon of Dreams (Sound Mixer) • Patching Cabbage (Boom) • Slam Bam (Gaffer) • Dance with Lisa (Best Boy) • Inside Crime • MD (Telemundo) • Scary Stories (Sci-Fi Channel) • Mi Casita (Univision) • Al desnudo (Univision) • For Better, For Worse (FX) • NCAA March Madness (CBS) • The 5th Wheel (Universal TV) • CBS Upfronts • Clive Cussler’s Oregon Files • Academy of Country Music Awards • Tony Danza Show (Buena Vista)

## EMERGING TECHNOLOGIES & SPATIAL PRODUCTION

- Spatial content capture support for Vision Pro marketing and demo environments.
- On-set UI continuity management across multi-camera spatial workflows.
- Real-time device state management for Vision Pro filming scenarios.
- Workflow stabilization for immersive video and spatial deliverables across Marcom LA and MAL.
- Guidance on spatial UX accuracy, device behavior, and continuity for product-focused shoots.

## CONTROL ROOM / MCR / C.A.R. ENGINEERING PROFICIENCY

- Equipment calibration: scopes, vectors, blue-gun, QC alignment
- Signal flow: router configuration, patching, DA distribution, cable coding/labeling
- Switcher / mixer operations: Grass Valley, Sony, Panasonic, Ross, ATEM, Tricaster (M/E, DSK, DVE)
- Remote camera systems: CamRobotics, AMX, Pelco, VariZoom
- Compressor/limiter, sync generators, multiplexers, TBC/TCG, graphics systems

## ADDITIONAL PROFESSIONAL ACTIVITIES

- Co-taught TV/Film coursework at L.A. County High School for the Arts.
- Installed and configured edit bays for Arts High and California State University Los Angeles.
- Developed low-cost production solutions for academic institutions.
- Authored classroom text “*The Essentials of Video Production*” for LACOE Regional Occupational Program.

## ADDITIONAL PROFICIENCIES

- Apple product ecosystem: Full range of technical capabilities and brand preferences across all product lines.
- Studio design and construction: Best practices for TV studio buildouts, including soundproofing and power distribution.
- Team leadership: Fostering trust with team and keeping strong lines of communication with upper management.
- Budgeting / Financial forecasting: Cost-benefit analysis, POs, invoicing, payroll, EP Movie Magic/Excel budgeting.
- Corporate compliance: Bridging the gap between corporate and production workflows and the requirements for each.

## PROFESSIONAL MEMBERSHIPS

- Society of Motion Picture & Television Engineers (SMPTE)
- Society of Broadcast Engineers (SBE)
- Academy of Television Arts & Sciences
- Digital Cinema Society
- IATSE Local 695 (Inactive)
- IATSE Local 700 (Inactive)

## EDUCATION

- Pasadena City College / Cal State LA - Communications Studies (1996–1998)
- L.A. County High School for the Arts - Honors Graduate, TV/Film Production (1993–1996)