

TOM "LUCKY" McNULTY

Studio & Broadcast Production Leader | Technical Director | Studio Operations

Los Angeles / San Jose, CA (open to LA relocation)

Lucky.McNulty@gmail.com | c. 818-355-7934 | luckymcnulty.com | linkedin.com/in/luckymcnulty

SUMMARY

Production and studio-operations leader who has built studios, run control rooms, and delivered high-stakes live and broadcast content for more than 20 years. Technical Director on network reality television (Big Brother, Hell's Kitchen), builder and head of studio services at Bunim/Murray, and most recently the on-set technical lead and client representative for Apple's launch-critical marketing shoots. Known for owning delivery end to end, staying calm when the stakes are highest, and turning production problems into working systems.

CAREER HIGHLIGHTS

- Built and engineered 9 professional broadcast studios from the ground up
- Technical Director directing up to 64 robotic and 46 live cameras on network reality TV
- Built Bunim/Murray's internal rental house from scratch and made it a profit center, doubling studio-related revenue
- Directed multi-camera coverage for 200+ artists and televised events
- On-set technical lead and client rep for Apple launch campaigns (iPhone, Watch, Vision Pro)
- Turns manual production work into systems: automated inventory, call-sheet, and billing tools; Python and StreamDeck automations

EXPERIENCE

APPLE - On-Set Technical Lead / Client Representative (Marcom Production Ops)

2020 - 2025

- Served as on-set technical lead and client representative for launch-critical marketing shoots (iPhone, Apple Watch, Vision Pro), owning hardware accuracy, continuity, and reliability under tight, high-visibility deadlines.
- Coordinated across Brand, Product Marketing, and Vision Products Group leading into WWDC, aligning device behavior with the creative and marketing intent of each shoot.
- Became the go-to Vision Pro and spatial-production resource on set, helping define and stabilize new immersive and spatial workflows for Marcom LA and MAL.
- Built a Python utility and StreamDeck automations to speed common on-set tasks and remote device control, cutting friction during live production challenges.

BUNIM/MURRAY PRODUCTIONS - Director of Studio Services

2013 - 2020

- Ran studios, engineering, inventory, procurement, internal billing, and technical staffing across a slate of network reality series.
- Founded and grew the company's internal rental house, which doubled studio-related revenue and let the company green-light shows the networks would not fund, including the award-winning Surviving R. Kelly on a near-zero budget.
- Built the scheduling, asset-tracking, and internal-rental systems the department ran on; negotiated vendor contracts and provided hands-on TD, camera, robotics, and engineering support.

PHUNWARE STUDIOS - Director of Studio Operations

2011 - 2013

- Led a full studio relocation (routing, cabling, patch bays, engineering design), produced the signal-flow diagrams, and completed in-house work usually outsourced, saving over \$20K.

GOTV NETWORKS - Technical Director

2007 - 2011

- Directed multi-camera and green-screen shoots and ran control rooms for three studios; upgraded robotic systems, engineered internal CCTV channels, repaired studio and ENG gear, and built Excel/VBA automation for call sheets and inventory.

Earlier: Richmel Productions, Coordinator/Producer | Furlavision, Editor/TD | C.I.V. Productions, Producer/Director | Freelance Event Videographer / News Stringer

SELECTED CREDITS

- **Hell's Kitchen, Technical Director** - Seasons 1-3, 13-14 (FOX). Coordinated 64 robotic cameras from Master Control; also robotic camera and tape operator.
- **Big Brother, Technical Director / Director** - Seasons 3-7, selected episodes 8-present (CBS). Simultaneous line-cuts from 46 cameras while directing live coverage of key house events.

Bunim/Murray studio services: 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, and numerous series across MTV, E!, A&E, and other networks.

Apple Marcom, 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.

Live events, music & branded content (selected): Taylor Swift Fearless, Rock the Bells, Vans Warped Tour, Lady Antebellum, 5 Gum Concert Series and 5 Gum Sessions, Super Bowl XLV Gospel Celebration, NASCAR Sprint Cup, Verizon Championship Racing, Fashion Rocks (Conde Nast), BET Hip Hop Awards, Academy of Country Music Awards, NCAA March Madness (CBS), CBS Upfronts, Break It Down & Poetry in Motion (Lexus L-Studio), Fan Academy (Sony/IGN), The Smart Show (Endemol), Machinima, Us Weekly (Your Best Look, Diaries of a Celebrity Mom), National Lampoon Network, NickMom Night Out, Bad Girls Club, Best Ink, SEE America (Sprint), Carey Hart's Garage, Clive Cussler's Oregon Files, and the Tony Danza Show (Buena Vista).

Scripted, cable & bilingual networks: For Better, For Worse (FX), The 5th Wheel (Universal TV), Scary Stories (Sci-Fi Channel), Inside Crime, and Spanish-language series for Univision (Mi Casita, Al Desnudo) and Telemundo (MD). Field and post roles across event videography, news stringing, sound, and camera.

TECHNICAL SKILLS & CONTROL ROOM PROFICIENCY

- Switchers / mixers: Grass Valley, Sony, Panasonic, Ross, ATEM, Tricaster (M/E, DSK, DVE)
- Remote camera systems: CamRobotics, AMX, Pelco, VariZoom
- Signal flow: router configuration, patching, DA distribution, cable coding and labeling
- Calibration and QC: scopes, vectors, blue-gun, alignment; sync generators, multiplexers, TBC/TCG, graphics systems
- Studio design and construction: buildouts, soundproofing, power distribution, signal-flow design
- Budgeting and finance: cost-benefit analysis, POs, invoicing, payroll, EP Movie Magic/Excel budgeting
- Automation: Python and StreamDeck tooling, Excel/VBA systems for inventory, call sheets, and billing

EMERGING TECH & SPATIAL PRODUCTION

- On-set support and workflow stabilization for Vision Pro immersive and spatial deliverables (Marcom LA and MAL)
- UI continuity and real-time device-state management across multi-camera spatial shoots

TEACHING & 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 the classroom text "The Essentials of Video Production" for the LACOE Regional Occupational Program

MEMBERSHIPS & EDUCATION

- SMPTE, Society of Broadcast Engineers (SBE), Academy of Television Arts & Sciences, Digital Cinema Society, IATSE Local 695 & 700 (inactive)
- Pasadena City College / California State University, Los Angeles - Communications Studies
- L.A. County High School for the Arts - Honors Graduate, TV/Film Production