



# LUCAS WILDE

*Lucas Wilde*

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## **Position**

Director of Video and Media, Firecracker Softball, Inc.

## **Business Background**

Lucas started as a film reviewer/critic at age 16, writing monthly film columns for a county's biggest magazine. Obtained a first-class degree in Film Studies, BA and joined art collective 'Howling Owl' making award winning music videos, short films and live visual 8mm art concepts. Lucas then began travelling and living around Europe/South/North America, finally settling in Los Angeles, via Boston, to pursue filmmaking full time. He joined various companies, working in-house developing and transforming video and media content. In doing so directed, produced, edited and audio engineered iTunes chart topping audio/visual podcasts, video products and marketing content. In 2016 he opened a freelance business 'Lucas Wilde Media LLC' and worked with clients such as Land Rover, Ozzy Osbourne, Lance Armstrong, and the Jenners. In 2018, he became Senior Editor at Valkyr Films based in Culver City (documentary films, agency clients) in addition to giving classes part-time at the New York Film Academy (NYFA) on Universal Burbank Studio lots in Los Angeles.

## **Softball Background**

In 2014, Lucas met Tony Rico through softball athlete Juliana Forero-Chidester, and began creating promos for Firecracker Softball and PWH. After taking a 4-year hiatus to move to Los Angeles and develop his own media business, Lucas reconnected with the Firecrackers in 2018 and developed FC Media. As a keen Football/Soccer player, Lucas has always enjoyed sports, finding the stories and people embedded behind the on-field representation something worth exploring.

## **Family Background**

Born and raised in England, Lucas began backpacking around Europe and met his future wife Ryan Byrne in Toulon France in 2009. Lucas moved to the United States in 2014, driving from Ryan's home in Boston to Huntington Beach beginning their new life in the sun.

