



**by the way**  
**MEDIA**



## Tom Nicol

Tom Nicol is an experienced and highly-sought after strategic communications professional with almost two decades experience working as a journalist, producer, publicist and trusted advisor for some of Australia's leading media outlets, brands and personalities.

Tom began his media career in 2007 in the newsroom at Channel Nine in Sydney after winning the Network's prestigious Richard Carleton Memorial Scholarship while studying Communications at Charles Sturt University. During this time he also worked across radio and print, including presenting and producing for Bathurst's 2BS GOLD and reporting for The Sun-Herald. From there, Tom spent five years at Australia's leading 24-hour news channel, Sky News, as Executive Producer and feature reporter. He oversaw coverage of major global and domestic events & launched the channel's flagship LIVE lunchtime news and public affairs program, NewsDay.

In 2013, Tom travelled abroad to write and direct the 6-part documentary series Greeks of the Sea for SBS Australia - which went on to be distributed internationally in more than 15 countries. Upon his return to Australia, Tom was appointed a senior news producer at Network Ten before being headhunted to return to Channel Nine to lead the production team at Australia's longest running breakfast show, the TODAY Show.

Tom spent almost a decade at TODAY in a number of senior roles including Chief of Staff, Head of Branded Content, Karl Stefanovic's personal producer, Major Events Director and Entertainment Editor - producing Richard Wilkins and Brooke Boney. During his time TODAY, Tom travelled extensively and produced dozens of outside broadcasts from all over the world (including a LIVE television wedding) and led Nine's coverage of the 2016 U.S. Presidential Inauguration, Christchurch Mosque Attacks and two Royal Weddings and three Royal Tours. While at Nine, Tom also produced a number of major events and exclusive specials involving Sir Michael Parkinson, Barry Humphries and Sir Paul McCartney and Sir Ringo Starr. During his time at Nine, Tom also did stints on 2GB Radio presenting current affairs and entertainment segments.

Since leaving journalism and TV production, Tom has used his extensive media experience and contacts to help an impressive list of brands and personalities hone their multimedia skills, presence and impact. Some of the names Tom has worked with include Tourism Fiji, Sydney Airport, Lorna Jane, Geely Motor Group, Sydney Water, celebrity chefs Luke Mangan and Mark Olive, Engineers Australia, Doltone House, Juniper, Koh, Nova Systems, Goodstart Early Learning, Keyton, Howard Smith Wharves, Manly Wharf, WiSE Medical, I-Charge Solutions and InstantScripts.

Away from work, Tom loves people, travel, good food and great conversation - but is most at home in Sydney with his partner Jessie and his two young stepsons Lennon and Ezra.

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