



Lucas Mack

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Lucas Mack is an award-winning storyteller, brand strategist, and speaker who helps organizations align purpose, people, and performance through the power of authentic branding. As head of brand marketing and communications at Kubota North America, Lucas leads the strategic transformation of the company's marketing and communications structure across the U.S. and Canada—building a brand that resonates as deeply with employees as it does with customers. Before joining Kubota, Lucas founded 4th Avenue Media, a national storytelling and creative agency dedicated to helping organizations communicate with heart. With a background as a TV reporter and producer, he has spent more than two decades uncovering what drives human connection and translating that into meaningful brand engagement. Lucas is also a TEDx speaker, author, and producer of the docuseries *Farm School'd*, which explores how experiential education and connection to the land nurture stronger communities. His work bridges business strategy and emotional intelligence, helping leaders see that the strongest brands—and healthiest workplaces—begin with a clear, human story. In his talk, “How a Strong Employer Brand Increases Engagement, Retention, and Wellness,” Lucas reveals how organizations can foster trust, loyalty, and well-being by ensuring their external brand promise truly reflects the internal employee experience.