



## **John Rubey** **Chief Executive Officer**



John Rubey is Fathom Events' first CEO, bringing the alternative content leader more than 25 years of digital content and entertainment marketing experience.

Previously, Rubey served as president of Rubey Entertainment where he was responsible for the overall vision, entertainment marketing, digital content development and execution of the company's strategic initiatives.

Prior to Rubey Entertainment, he oversaw the filming and distribution of all AEG Network LIVE's music festivals to leading content distributors such as: VEVO, YouTube, HULU, Yahoo!, MySpace and others, in addition to festival and artist sites, mobile phones and high-definition TV. He was also directly responsible for capturing the industry's top music festivals and concert performance in digital 3D for cinema distribution worldwide. With more than a decade of experience partnering with Fathom Events as a content provider, Rubey brings a unique perspective to his role as CEO.

In addition to being the President of AEG Network LIVE, Rubey previously founded and owned Spring Communications, a leader in Pay Per View concerts and events, and held the position of COO of PACE Management (now LIVE Nation), for over six years prior to Spring Communications.