



BODHI
RESEARCH GROUP

LUCAS LAM

Intern

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Lucas Lam is an upcoming sophomore at the University of Toronto, studying in the Rotman Commerce program. Growing up having learned three instruments and being surrounded by creative peers has fostered Lucas' passion for art and the creative space. This naturally translated into his soon-to-be passion for Marketing and the creative and interpersonal side of the business world. Lucas hopes to leverage his experience at Rotman Commerce to pursue a specialization in Management with a focus in Marketing.

Born and raised in Vancouver, British Columbia and later moving to Toronto for school, Lucas has always openly chased his ambitions. He aims to use every opportunity to the fullest in a social, academic, and professional context. After being heavily involved in extracurricular experience in his high-school years, including his four consecutive years as an elected student government representative, Lucas' passion for involvement has not ceased. Following his time as a first-year-intern for the Rotman Commerce Arts Group (RCAG), he has now become the new Director of Marketing for RCAG starting his upcoming sophomore year, where he'll be leading a dedicated team to develop and execute successful marketing strategies that reach a broad audience.

Lucas hopes to develop his passion, skills, and understanding of Marketing and the field of business further. He looks forward to contributing to the success of Bodhi with his skills in consumer behavioural analysis, event coordination, and content creation.

In his free time, you'll find Lucas listening to all types of music, skateboarding, or shopping.
